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11		
2	UNITED STATES DISTRICT COURT	
3	NORTHERN DISTR	ICT OF CALIFORNIA
4	SAN FRANCI	SCO DIVISION
5		
6	IN RE SEAGATE TECHNOLOGY, LLC LITIGATION	Case No. 3:16-cv-00523 JCS
7		DECLARATION OF ITAMAR
8	CONSOLIDATED ACTION	SIMONSON, Ph.D. IN SUPPORT OF SEAGATE TECHNOLOGY LLC'S OPPOSITION TO PLAINTIFFS'
9		MOTION FOR CLASS CERTIFICATION
20		
21		
22	REDACTED VERSION OF DOC	UMENT SOUGHT TO BE SEALED
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- I, Itamar Simonson, Ph.D., hereby declare as follows:
- 1. I am the Sebastian S. Kresge Professor of Marketing at the Graduate School of Business, Stanford University. A copy of my curriculum vitae, which includes a complete list of my publications, is attached as Exhibit A.
- 2. I hold a Ph.D. in Marketing from Duke University, Fuqua School of Business, a Master's degree in business administration (MBA) from the UCLA Graduate School of Management, and a Bachelor's degree from The Hebrew University with majors in Economics and Political Science.
- 3. I have received many awards, including (a) the award for the Best Article published in the Journal of Consumer Research (the major journal on consumer behavior) between 1987 and 1989; (b) The Ferber Award from the Association for Consumer Research, which is the largest association of consumer researchers in the world; (c) An Honorary Doctorate of the University of Paris – Sorbonne Universities; (d) the 1997 O'Dell Award, given for the *Journal of Marketing* Research (the major journal on marketing research issues) article that has had the greatest impact on the marketing field in the previous five years; (e) the 2001 O'Dell award (and a finalist for the O'Dell Award in 1995, 2002, 2004, 2005, 2007, 2008, and 2012); (f) the award for the Best Article published in the Journal of Public Policy & Marketing (the main journal on public policy and legal aspects of marketing) between 1993 and 1995; (g) the 2007 Society for Consumer Psychology Distinguished Scientific Achievement Award; (h) Elected Fellow of the Association for Consumer Research; (i) the 2002 American Marketing Association award for the Best Article in the area of services marketing; (j) the 2016 Association for Consumer Research Conference Best Paper Award, and (k) I was a winner in a competition dealing with research on the effectiveness of direct marketing programs, which was organized by the Direct Marketing Association and the Marketing Science Institute. In addition to these awards, my research has been widely cited by other researchers in the marketing, consumer behavior, and other fields, and

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<sup>&</sup>lt;sup>1</sup> See, e.g., Profile of Itamar Simonson, Google Scholar, https://scholar.google.com/citations?view\_op=search\_authors&mauthors=itamar+simonson&hl=en&oi=ao (last visited Jan. 3, 2018).

- 4. At Stanford University I have taught MBA and executive courses on Marketing Management, covering such topics as buyer behavior, developing marketing strategies, building brand equity, advertising, sales promotions, and retailing. This past Spring I taught an MBA course regarding "Applied Behavioral Economics." I also taught an MBA course on Marketing to Businesses and a course on High Technology Marketing. In addition to teaching MBA courses, I have guided and supervised numerous MBA student teams in their work on company and industry projects dealing with a variety of markets.
- 5. I have taught several doctoral courses. One doctoral course examines methods for conducting consumer research. It focuses on the various stages involved in a research project, including defining the problem to be investigated, selecting and developing the research approach, data collection and analysis, and deriving conclusions. A second doctoral course that I have taught focused on buyer behavior, covering such topics as buyer decision-making processes, influences on purchase decisions, and persuasion. A third doctoral course that I have taught deals with buyer decision-making. Prior to joining Stanford University, during the six years that I was on the faculty of the University of California at Berkeley, I taught an MBA Marketing Management course, a Ph.D. course on buyer behavior, and a Ph.D. course on buyer decision-making. I also taught in various executive education programs, including a program for marketing managers in high technology companies.
- 6. After completing my MBA studies and before starting the Ph.D. program, I worked for five years in a marketing capacity in a subsidiary of Motorola Inc., serving in the last two years

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<sup>&</sup>lt;sup>2</sup> See, e.g., S. Seggie & D. Griffith, What does it take to get promoted in marketing academia? Understanding exceptional publication productivity in the leading marketing journals, J. of Marketing, 73, 122-132 (2009).

<sup>3</sup> 4 J. Thomas McCarthy, McCarthy on Trademarks & Unfair Competition § 32:174 (2007); Simon Prop. Group L.P.

v. MySimon, Inc., 104 F. Supp. 2d 1033 (S.D. Ind. 2000); Malletier v. Dooney & Bourke, Inc., 525 F. Supp. 2d 558, 626 n.210 (S.D.N.Y. 2007); Kargo Global, Inc. v. Advance Magazine Publishers, Inc., No. 06 Civ. 550 (JFK), 2007 WL 258688 (S.D.N.Y. Aug. 6, 2007); THOIP v. The Walt Disney Co., No. 08 Civ. 6823, 690 F. Supp. 2d 218

<sup>(</sup>S.D.N.Y. 2010); Starbucks Corp. v. Lundberg, No. CV.02-948-HA, 2005 WL 6036699, at \*3 (D. Or. May 25, 2005); TCL Comm'n Tech. Holdings, Ltd. v. Telefonaktiebolaget LM Ericsson, No. CV 15-2370 JVS (DFMx), 2017 WL 6611635, at \*29 (C.D. Cal. Dec. 12, 2017).

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as the product marketing manager for two-way communications products. My work included (a) defining new products and designing marketing plans for new product introductions, (b) customer and competitor surveys and analysis, and (c) sales forecasting.

- 7. I have conducted, supervised, or evaluated well over 2,000 marketing research studies, including many related to consumer behavior and information processing, branding, marketing strategies, and advertising-related issues. I have also studied topics related to the psychology and measurement of trademark infringement. For example, I co-authored a chapter on "Demand Effects in Likelihood of Confusion Surveys," in the ABA-published book entitled Trademark and Deceptive Advertising Surveys.<sup>4</sup> I serve on eight editorial boards, including leading journals such as the Journal of Consumer Research, Journal of Marketing Research, and the Journal of Consumer Psychology. I am also a frequent reviewer of articles submitted to journals in other fields, such as psychology, decision-making, and economics. I received (twice) the Outstanding Reviewer Award from the Journal of Consumer Research. As a reviewer, I am asked to evaluate the research of scholars wishing to publish their articles in leading scholarly journals.
- 8. I have also worked as a consultant for companies and organizations on a variety of marketing and buyer behavior topics. And I have served as an expert in prior litigations involving various marketing and buyer behavior issues, class actions, trademark-related matters, false advertising, branding, and other areas. A list of cases in which I provided sworn testimony during the past four years is included in Exhibit B. I am being compensated at my standard rate of \$750 per hour. My compensation is not dependent on the opinions that I provide or the outcome of this litigation.
- 9. I was asked by counsel for Seagate Technology LLC ("Seagate") (a) to conduct a survey to determine the impact, if any, of presenting consumers with a data sheet, which describes the hard drive (HD) at issue as having an annualized failure rate (AFR) of less than 8% as opposed

<sup>&</sup>lt;sup>4</sup> Itamar Simonson & Ran Kivetz, American Bar Association, Demand Effects in Likelihood of Confusion Surveys, Trademark and Deceptive Advertising Surveys ch. 11 (Shari Diamond & Jerre Swann, eds., 2012).

to less than 1%,<sup>5</sup> alongside other HD attributes, and (b) to evaluate Mr. Boedeker's report.<sup>6</sup> After presenting a summary of my conclusions, I describe the survey that I designed and supervised followed by my evaluation of Mr. Boedeker's report. Documents that I reviewed in connection with my work in this case are listed in Exhibit C.

#### **SUMMARY OF CONCLUSIONS**

#### A Survey to Assess the Impact of AFR (Presented Alongside Other Product Features) on Purchase Intentions

- 10. The survey that I designed and supervised tested experimentally the impact of presenting to hard drive (HD) purchasers a data sheet like the one actually used by Seagate, but with the Annualized Failure Rate (AFR) increased from "Less than 1%" to "Less than 8%." Over 400 consumers participated in the survey. The survey used a standard experimental design that included a Test group that was contrasted with a Control group (similar to a Test versus a Placebo group in medical research). Aside from the AFR value, all other presented features were identical in the Test and Control descriptions of the tested hard drive.
- The survey was particularly conservative (i.e., favorable to Plaintiffs' claims) 11. because, unlike most purchasers (for example, brick-and-mortar store shoppers at places such as Best Buy, as well as many online shoppers at sites like Amazon) who were unlikely to search for the data sheet and were therefore not exposed to and influenced by the indicated AFR, all participants in my survey were shown the AFR as it could be seen on the product's data sheet. The data sheet was available for respondents to view again while answering the survey questions.

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<sup>22</sup> <sup>5</sup> It is my understanding that the highest AFR Plaintiffs' technical expert has cited in connection with any of the HDs at issue is based on Seagate's internal testing before the drive development was completed, and before the 23 drives were released for sale to consumers.

<sup>&</sup>lt;sup>6</sup> After reviewing Mr. Boedeker's report and deposition testimony, it was unnecessary to analyze the impact of RAID representations as Mr. Boedeker concedes that RAID and NAS are "far less" valuable to respondents than AFR, and "when modelling false advertising with respect to AFR, RAID and NAS combined, the impact of RAID and NAS is small" such that "the incremental impact of RAID and NAS on economic losses falls within the bounds of the confidence interval for economic losses related to AFR." Boedeker Declaration, p. 145 at Figure 20 and 158; Boedeker Depo. at 284: 11-21 ("My study actually showed that a RAID NAS feature . . . actually was not very important and the numbers showed it.") Stated another way, Mr. Boedeker concludes that the incremental effect RAID and NAS representations in connection with AFR falls within the margin of error for AFR alone such that it cannot be said RAID and NAS are material to customers' purchasing decisions. Id. ¶ Accordingly, my analysis focuses on explaining the deficiencies in his report with regard to AFR.

- 12. To assess the impact of a higher AFR value (while also considering other features that actual buyers were exposed to), respondents were asked to indicate the likelihood of buying the presented HD. The question employed the standard intention-to-buy scale. Respondents were also asked to explain their answers. The final two survey questions asked respondents about the uses of their HDs as well as their purchase criteria when deciding which HD they wish to buy.
- 13. The survey results showed that those who considered the higher AFR were not less (or more) likely to buy the product. As their explanations further showed, their main focus was on other attributes such as capacity, ease of use, size, and brand. The survey results also showed a great diversity of HD uses and purchase criteria.

#### AN EVALUATION OF MR. BOEDEKER'S REPORT

- 14. Mr. Boedeker (Report, page 5) described his assignment as developing an economic loss model estimating the "class-wide damages to purchasers of Seagate products with the alleged misstatements." I evaluated this "model" based on basic principles and accepted standards regarding consumer decision-making and the manner in which consumer studies should be conducted; that is, I examined whether the Boedeker "economic model" and conjoint study were reliable and capable of informing us about the alleged damages.
- 15. As explained in this report, Mr. Boedeker's "choice-based-conjoint" study suffered from numerous systematic biases and is therefore incapable of providing any reliable estimate of the alleged harm, if any, to Seagate HD purchasers. Furthermore, the "economic model" is a removed- from-reality theoretical "equilibrium" that is based on an irrelevant theory that has no bearing or relevance to actual consumer decisions and feature valuations in reality.
- 16. Participants in Mr. Boedeker's "choice-based-conjoint" study were asked to make a series of choices among partially-described, hypothetical HDs. The attributes/features on which the presented options differed were limited to warranty, connectivity/portability, and AFR (price was included presumably in order to allow Mr. Boedeker to assign dollar values to specific AFR differences). All other attributes, including key attributes such as capacity, software, ease of use, and brand name, were ignored or "held constant." Furthermore, AFR was the one dimension on

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which the presented options displayed by far the greatest variability - between "less than 1%" and "50%."

- 17. This study design largely predetermined that AFR would be found to be extremely valuable, and it thus represents a fatal flaw of the Boedeker Survey that by itself made it unreliable. That is, by leading respondents to make choices based primarily on AFR and a couple of other features while ignoring the many other attributes of HDs, the reported "harm" due to differences on the AFR dimension offers no relevant information regarding any alleged harm in reality. Choice-based-conjoint studies, particularly studies like Boedeker's that unrealistically limit the number of attributes respondents are able to consider, have been excluded or given little weight by courts for precisely that reason; those decisions recognized that such a removed-from-reality study can at best provide information about the value of the selected attributes *relative to each other*, but cannot inform us about the *absolute dollar value* of any feature.<sup>7</sup>
- 18. Inexplicably, Mr. Boedeker attempted to defend his study design (during his deposition) by suggesting that it made no difference whether purchasers of the HDs at issue were ever exposed to or considered the AFR that appeared in any data sheet. In other words, according to his view, no matter what AFR information was presented to consumers and whether they chose to disregard the AFR and base their decisions on other attributes such as capacity, ease of use, and brand, it is Mr. Boedeker's view that they must have suffered harm because the market price somehow reflects the value of the AFR representation regardless of whether any consumers saw or relied on it (Boedeker deposition transcript, at 128:5-142:1). This makes no sense.
  - 19. The Boedeker study suffered from other major flaws, including:
- a. The study further inflated the produced AFR value by artificially extending the range of AFR values from 1% to 50%; he "supported" the 50% extreme value based on a report of a cloud-storage company (i.e., not the type of consumer at issue in this case), which had misused the (consumer-oriented) HD.

<sup>&</sup>lt;sup>7</sup> See, e.g., Visteon Glob. Techs., Inc. v. Garmin Int'l, Inc., 10-CV-10578, 2016 WL 5956325, at \*6 (E.D. Mich. Oct. 14, 2016); Apple, Inc. v. Samsung Electronics Co., Ltd., 2014 WL 976898 at \*11-16 (N.D. Cal. 2014); Oracle America Inc. v. Google Inc., 2012 WL 850705, at \*9-12 (N.D. Cal. Mar. 13, 2012), all discussed infra at ¶¶ 53-55.

- b. Mr. Boedeker's claim that his study produced estimates representing consumers' values and willingness-to-pay (WTP) for certain AFR differences is contradicted by what is known about consumer values and preferences; more generally, there is no support or evidence that any consumer has ever actually paid for an attribute/feature the WTP produced by a study like the one relied upon by Mr. Boedeker.
- c. Contrary to his pilot study (which had its own flaws and relied on an arbitrary selection of attributes),<sup>8</sup> the conjoint study on which Mr. Boedeker relied effectively excluded (i.e., held constant) the attribute (capacity) found to be the most important and inexplicably replaced "reliability" with AFR (ignoring the fact that, according to the actual product's data sheet, AFR was one of seven attributes listed under "Reliability/Data integrity").
- d. The study suffered from severe "demand effects" (as explained below), whereby respondents were expected to make their choices based largely on the highlighted features (i.e., those few that differentiated the presented options), especially the wide-ranging AFR values.
- e. As indicated, the conjoint design omitted key attributes, such as capacity, ease of use, software, and brand name.
- f. Contrary to basic principles of any experiment, the Boedeker study failed to include any control.
- g. Mr. Boedeker failed to report or explain the frequency of illogical choices whereby inattentive respondents chose an option that was clearly inferior relative to other options.
  - h. The Boedeker Survey's results were not validated.
- 20. In conclusion, (a) Mr. Boedeker's "theoretical economic model" on which his analysis is based is inconsistent with what the research shows about consumer preferences and decision-making, and (b) Mr. Boedeker's conjoint exercise was fatally flawed, with its design largely predetermining its reported findings.

(Boedeker Depo. at 267-68).

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<sup>&</sup>lt;sup>8</sup> Mr. Boedeker ran what he called a "pre-test" before the conjoint study, in which the term "reliability" was used instead of "AFR," and other attributes in some cases differed from those included in the conjoint. Mr. Boedeker testified that he "did not know the exact genesis or evolution" of the attributes selected by his staff for the pre-test.

#### **SURVEY OVERVIEW**

- 21. The survey that I prepared, supervised, and analyzed was designed in a way that allowed respondents to evaluate the complete information available to buyers of the HDs at issue, who were exposed to the product's data sheet if they sought it out on Seagate's or a third-party seller's website. Consumers who bought these HDs without considering the data sheet were highly unlikely to see and be influenced by the AFR, which would include virtually all shoppers in brick-and-mortar stores.
- 22. By presenting respondents the data sheet, the survey allowed respondents to review the entire data sheet as it might be seen in reality and decide for themselves about their purchase criteria and preferences. As explained below, although the main part of my survey corrected the biases and basic flaws of Mr. Boedeker's methodology (discussed subsequently), I kept for the most part his definition of the respondent universe and the survey screening criteria.
- 23. A primary objective of the survey I designed was to determine whether and to what extent prospective purchasers of the hard drive at issue consider and are influenced by the presented AFR figure (within a conceivable range). Thus, although most real shoppers were unlikely to be exposed to the AFR and only those who visited the Seagate's or a third-party seller's website and looked for the data sheet might have seen the AFR, all survey respondents were shown the data sheet with the AFR (which was one of the seven features listed under "Reliability/Data integrity," as in the real Seagate data sheet).
- 24. Consistent with standard experimental design, the respondents were randomly assigned to a Test group or a Control group, which only differed with respect to the presented AFR rate: "< 1%" versus "< 8%". The survey was also designed to assess the dis/similarity among purchasers of Seagate HDs with respect to their HD uses and purchase criteria.
- 25. A standard methodology for predicting and explaining consumers' purchase decisions involves measuring their intentions to perform a behavior such as buying a service or product, followed by an explanation.<sup>9</sup> That is, stated intentions to buy a new product or service

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<sup>&</sup>lt;sup>9</sup> See, e.g., Linda Jamieson & Frank Bass, Adjusting Stated Intentions Behavior to Predict Trial Purchase of New Products: A Comparison of Models and Methods, Journal of Marketing Research, Vol. XXVI at 336-45 (1989).

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are often the best available predictors of behavior. This approach has been used by businesses and consumer researchers numerous times. The managerial practice of relying on the measurement of stated intentions in order to predict consumer behavior were originally derived from the "Theory of Planned Behavior," which accounts for the relation between intentions and behavior. <sup>10</sup> The most commonly used intention measure is a 5-point scale, including: "Definitely will buy," "Probably will buy," "May or may not buy," "Probably will not buy," and "Definitely will not buy."11 As indicated, my survey employed this standard approach for estimating the impact on HD purchase intentions of replacing the "Less than 1%" AFR with "Less than 8%."

- 26. The survey followed the standards with respect to such issues as asking nonleading questions, preventing response order effects, and survey validation. The survey also followed the "double-blind" standard – neither the respondents nor the online panel to which they belong knew the purpose of the study or the identity of its sponsor. Similarly, those who coded the open-ended responses did not know the purpose of the study or the identity of its sponsor.
- 27. Exhibit D presents the entire questionnaire, before it was programmed. Exhibits E1 and E2 present the screenshots of the entire study as seen by respondents. Exhibits G1 and G2 present the data sheets shown to respondents (the first page was identical in both versions).

#### **SURVEY METHODOLOGY**

#### **The Survey Universe and Screening Criteria**

- 28. As indicated, I decided to maintain the main screening criteria used by Mr. Boedeker, so any differences in estimates of the impact of AFR are not due to the different survey universe. Specifically, the screening questions (and related information provided in the screening phase) included the following:
- a. The same explanation as in the Boedeker Survey of external and internal hard drive:

<sup>&</sup>lt;sup>10</sup> For a review, see, e.g., Icek Ajzen, The Theory of Planned Behavior, Organizational Behavior and Human Decision Processes, 50, 179-211 (1991).

<sup>&</sup>lt;sup>11</sup> This measurement scale has been discussed in various marketing research textbooks and journal articles; see, e.g., William Zikmund, Exploring Marketing Research, 368-369 (3d ed. 1989).

1	"External Hard-drive:
2	An external hard-drive is a portable storage device that can be attached to a
3	computer through a USB or other cable connection, or wirelessly. External hard drives typically
4	have high storage capacities and are often used to back up computers or serve as a network drive.
5	Internal Hard-drive:
6	An internal hard-drive is a storage device located inside a computer system.
7	Although the computer you purchase has one or more hard-drives initially, it is possible to
8	purchase one or more additional hard-drives later and have them installed inside the computer or
9	the NAS (Network Attached Storage) after your initial purchase.
10	b. Have you purchased an external or internal hard-drive in the past six years?
11	Please count hard drives that were part of a Network Attached Storage (NAS) device but do not
12	count hard drives that were pre-installed or part of a computer package that you bought. [YES,
13	NO, Don't Know/Not Sure]
14	c. Considering any hard-drive(s) that you purchased during the past six years,
15	please indicate the following: (Select one response) [I Made the decision; I was involved but not
16	the primary decision maker; I was not involved; Don't know/Not sure]
17	d. Please select the one statement that best applies for any hard-drive(s) that
18	you purchased in the past six years.
19	I purchased an external or internal hard-drive(Select one response)
20	1: For business use only [Not Allowed to Continue]
21	2: For personal, non-business use only
22	3: For personal and business use
23	4: Don't know/ Not sure [Not Allowed to Continue]
24	e. Which of the following hard-drive brand(s) have you purchased in the past
25	six years? (Select all that apply)
26	1: Seagate [CONTINUE]
27	2: Western Digital (WD) [CONTINUE]
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1	3: HGST, or its predecessors Hitachi Global Storage Technologies or
2	Hitachi
3	4: Toshiba [CONTINUE]
4	5: Other (please specify):
5	6: Don't know/ Not sure [SINGLE RESPONSE]
6	f. What capacity external or internal hard-drive(s) did you purchase in the past
7	six years? (Select all that apply)
8	1: 1 TB
9	2: 2 TB
10	3: 3 TB
11	4: 4 TB
12	5: 5 TB
13	6: Other
14	7: Don't know / Not sure [SINGLE RESPONSE]
15	g. What year was your most recent purchase of an external or internal hard
16	drive which was 1 to 5 TB capacity? (Select one response)
17	1: 2017
18	2: 2016
19	3: 2015
20	4: 2014
21	5: 2013
22	6: 2012
23	7: 2011
24	8: Don't remember exact year but was within past 6 years
25	9: Other
26	29. To allow for validation of interviews, respondents were asked to provide
27	information (including telephone number) needed for subsequent validation, consistent with the
28	highest survey implementation standards. Those (relatively few) who refused to provide their
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1	contact inforn	nation were allowed to participate, assuming they were qualified participants. As
2	explained belo	ow, an independent research firm later conducted a validation survey in which those
3	who provided	their contact information were asked questions designed to validate their survey
4	participation.	
5	MAIN QUES	<u>STIONNAIRE</u>
6	30.	Respondents were randomly assigned to the Test group (AFR = $<1\%$ ) or the
7	Control group	(AFR = <8%). They were given the following instructions:
8		• First, for each question, if you don't know or don't have an answer, please
9		don't guess, just indicate that you "don't know" or "don't have an answer" by typing in the words "don't know" and it will go on to the next question. Also, you should complete this survey without stopping in the middle, and
10		please make sure not to consult anyone and not open another browser while working on this survey.
11		
12		• Please review the following product data sheets as you would if you were actually considering buying a hard-drive. Make sure to review all the product information, specs, and any other information.
13		First, please review the information on this first product data sheet. You may need to scroll down to see the entire page. When you are done, click
14		on the >> at the bottom of the page to continue.
15		• Now, please review the information on this second product data sheet. You may need to scroll down to see the entire page. When you are done, click
16		on the >> at the bottom of the page to continue.
17		• You can go back and review again the product data sheets you saw by clicking on the appropriate link at the bottom of each screen.
18		cheking on the appropriate link at the bottom of each screen.
19	31.	Next, respondents were asked about the likelihood of buying the hard drive (with
20	the order of re	esponse options counterbalanced across respondents to prevent any order effects):
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#### (QUESTION 250A)

Assuming you were considering buying this type of hard-drive and the product costs approximately \$79.00, how likely or unlikely would you be to buy the hard-drive shown on the product data sheets you just saw? – Would you say that you would *Definitely buy it*, you would <u>Probably</u> buy it, you <u>May or May Not</u> buy it, you would <u>Probably Not</u> buy it, or you would <u>Definitely Not</u> buy it? (Select <u>one</u> response)

"If you would like to view the FIRST product data sheet" again, please click here"

"If you would like to view the SECOND product data sheet" again, please click here"

- 1: Definitely buy it
- 2: Probably buy it
- 3: May or may not buy it

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1	4: Probably <u>not</u> buy it 5: Definitely not buy it
2	(QUESTION 250B)
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4	Assuming you were considering buying this type of hard-drive and the product costs approximately \$79.00, how likely or unlikely would you be to buy the hard-drive shown
5	on the product data sheets you just saw? – Would you say that you would <u>Definitely not</u> buy it, you would <u>Probably not</u> buy it, you <u>May or May Not</u> buy it, you would <u>Probably</u> buy it, or you would <u>Definitely</u> buy it? (Select <u>one</u> response)
6	"If you would like to view the FIRST product data sheet" again, please click here"
7	"If you would like to view the SECOND product data sheet" again, please click here"
8	5: Definitely <u>not</u> buy it
9	4: Probably <u>not</u> buy it 3: May or may not buy it
10	2: Probably buy it 1: Definitely buy it
11	
12	Followed by:
13	What makes you say that you would (INSERT ANSWER FROM Q250a/Q250b)? Please type your answer below. Please be specific and include details.
14	Any other reason that you would (INSERT ANSWER FROM Q250a/Q250b)? Please type your answer below. Please be specific and include details.
15	
16	32. Next, respondents were asked about their HD uses and general purchase criteria:
17	In general, what have been the main uses of the hard-drive(s) you bought in the past six years? Please type your answer below. Please be specific and include details.
18	Any other hard-drive uses? Please type your answer below. Please be specific and include
19	details.
20	In general, what features or characteristics of hard-drives do you consider most important when deciding which hard-drive to buy? Please type your answer below. Please be
21	specific and include details.
22	Any other hard-drive features or characteristics that you consider important when deciding which hard-drive to buy? Please type your answer below. Please be specific and include
23	details.
24	Analysis and Validation
	33. A total of 438 respondents completed the survey, between December 12 <sup>h</sup> and
25	December 17 <sup>th</sup> 2017. The study's implementation was managed and supervised by Target
26	Research Group, a highly experienced survey research firm. Consistent with common practice, a
27	total of seven respondents who completed the survey quickly (in less than three minutes) or took
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too long (over an hour) were removed from the sample (their data are available). As indicated, respondents were not required to provide their telephone numbers but had the option to do it for the purpose of validation. In fact, 384 of the 438 respondents who completed the interview did provide their telephone numbers. Accordingly, a validation telephone survey was conducted by an independent research firm, Field Solutions (located in Florida). The research firm was able to reach 346 of the 384 who provided their telephone numbers (90%), a validation rate that exceeds industry and litigation survey standards. One discrepancy was discovered. The final, tabulated sample includes 430 respondents.

#### **SUMMARY OF KEY FINDINGS**

- 34. The complete study results, including the coded open-ended responses, are summarized in Exhibit F. Exhibit H includes an Excel file that presents the coded answers of all respondents. The codebook, which can be used to identify the meaning of each code (in Exhibit H), is included in Exhibit I. Exhibit J presents the open-ended (verbatim) and closed-ended responses. In this section I will review key findings and discuss their implications (additional findings are included in Exhibits F, G, and I).
- 35. The Tables in Exhibit F include a summary of the results for both the closed-ended questions and the open-ended verbal explanations (such as tables summarizing answers to the question: "Why do you say that?"). In most cases, the listed coded (verbal) answers add up to more than 100% because individual respondents often mention multiple reasons that are assigned different codes.
- 36. The Impact of AFR on Purchase Intentions. Table 9 in Exhibit F presents the results pertaining to the impact of the AFR value on purchase likelihood. These results are reproduced below. Differences between the two groups of at least 10% are statistically significant.

<u>Likelihood of</u> <u>Buying</u>	<u>AFR &lt;1%</u>	<u>AFR &lt; 8%</u>
Definitely buy	22.9%	24.1%
Probably buy	46.3	39.2
May or may not buy	22.9	28.8%

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Likelihood of Buying	<u>AFR &lt;1%</u>	<u>AFR &lt; 8%</u>
Probably not buy	5.5%	3.8%
Definitely not buy	2.3%	4.2%
Total Respondents	n = 218	n = 212

- 37. As these results show, there were no significant differences in purchase intentions between the two groups. 12 That is, those shown the data sheet with AFR < 8% were as likely to buy the HD as those shown the product with AFR < 1%. Evidently, despite presenting all respondents with the AFR, consumers focused on other product attributes such as capacity and brand, and the AFR was not a significant driver of HD purchase decisions.
- 38. Tables 10 and 11 in Exhibit F present the respondents' reasons for their indicated purchase intention. Important response categories included, for example, capacity, cost, brand, and usefulness. Virtually no one (less than 1%), even among those less inclined to buy the product, mentioned the AFR in general or the AFR of < 8% in particular.

#### **Uses and Purchase Criteria**

- 39. Table 12 in Exhibit F presents the answers pertaining to the uses of the HD.

  Respondents mentioned a wide range of uses, such as video files, storing old files, and music files.
- 40. Table 13 in Exhibit F presents the answers pertaining to the general purchase criteria when buying HDs. Respondents mentioned a wide range of criteria, such as capacity (by far the most commonly mentioned decision factor), speed, convenience/ease of use, brand, and physical dimensions. Only 2.5% mentioned failure rate.

#### Conclusion

41. In conclusion, the survey results showed that those who considered the higher AFR of <8% were not less (or more) likely to buy the product. As their explanations further showed,

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<sup>&</sup>lt;sup>12</sup> By chance alone, one would expect some minor differences between any two groups. However, if the differences do not reach statistical significance (and on rare occasions, even if they do), one can conclude that the two groups are indistinguishable. The former is the case here.

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results also showed a great diversity of HD uses and purchase criteria.

AN EVALUATION OF THE BOEDEKER REPORT

their main focus was on other attributes such as capacity, ease of use, size, and brand. The survey

#### Introduction

- 42. Mr. Boedeker described his assignment as follows (Boedeker Report, p. 5):
  - "15. I have been retained by counsel for Plaintiffs to develop an economic loss model to quantify the damages, if any, suffered by the proposed class that are attributable to the purchase of a product that was not as presented and advertised to the consumers. Specifically, I have been retained to develop and perform an empirical study to assess the value that customers, who purchase Seagate Drives, place on the specific statements outlined in Paragraph 12.
  - 16. I have further been asked to use the results of the empirical study and other data to develop an econometric/statistical model to quantify and estimate classwide damages to purchasers of Seagate products with the alleged misstatements due to not receiving benefits and features that they paid for and that they were led to believe the Seagate Drives possessed."
- 43. Accordingly, one way to evaluate the Boedeker study and model is based on whether they met the stated objectives and produced reliable estimates of the alleged damages to purchasers of Seagate HDs at issue. In particular, I will examine whether the Boedeker Survey followed basic survey standards and whether the "model" approximates reality and reflects current research regarding the manner in which consumers form preferences and make decisions. To the extent that the Boedeker Survey suffered from specific biases and the model misrepresents reality, I will consider whether these biases and misrepresentations were likely to produce unreliable, systematically skewed conclusions.
- 44. As described in detail below, Mr. Boedeker's choice-based-conjoint suffered from many systematic biases and is therefore incapable of providing any reliable estimate of the alleged harm, if any, to Seagate HD purchasers. Before examining the survey's many flaws and their implications, I begin with a brief overview of this conjoint survey and basic principles of consumer decision-making and survey research.
- 45. Participants in Mr. Boedeker's "choice-based-conjoint" study were asked to make a series of choices among partially described, hypothetical HDs. The attributes/features on which

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the presented options differed were limited to warranty, connectivity/portability, and AFR. All other attributes were ignored or held constant.

- 46. The key attribute based on which respondents were asked to determine their choices was the AFR, which varied between "less than 1%" and "50%." Using the results of his study, Mr. Boedeker suggests that he could determine the absolute dollar value of any AFR difference within the 1%-50% range.
- 47. Before examining Mr. Boedeker's survey methodology and model in more detail, I briefly review some key principles of surveys and influences on consumer decision-making and their implications for the manner in which consumer values and preferences can/not be estimated. Understanding these principles is important, because they should guide the design of a consumer survey so as to enable it to be informative and not misleading regarding the behavior and decisions of consumers in reality.

#### **Basic Principles of Surveys and Consumer Decision-Making and Research**

48. As I have taught my students in MBA and doctoral courses, consumer preferences are often greatly influenced by the manner in which options and attributes are described, the choice context (i.e., the set of options being considered), and the manner in which preferences are elicited. The reason for these influences is that preferences and valuations tend to be ill-defined, malleable, and thus susceptible to seemingly irrational influences<sup>13</sup>. I have authored and published many articles demonstrating the sensitivity of measured values and preferences to the context of choice (i.e., the set of options presented to respondents/consumers), the description of available options and features, and the manner in which preferences are measured (or elicited). I currently teach at the Stanford Graduate School of Business an MBA course on the subject, titled "Applied Behavioral Economics" as well as a doctoral course titled "Behavioral Decision Making." The conclusions from my research and the research of other scholars in the decision-making field<sup>14</sup>

<sup>&</sup>lt;sup>13</sup> See, e.g., D. Kahneman & A. Tversky, *Choices, Values, and Frames* (2000); see also Itamar Simonson & Emanuel Rosen, *Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information* (2014).

<sup>14</sup> For reviews, see, for example, Itamar Simonson, *Get Closer to Your Customers by Understanding How They Make Choices*, 35 Cal. Mgmt. Rev. 68-84 (1993); Itamar Simonson, *Shoppers' Easily Influenced Choices*, N.Y. Times, at F11 (Nov. 6, 1994); James R. Bettman et al., *Constructive Consumer Choice Processes*, 25 J. Consumer Res. 187

have identified various influences on measured preferences. I next elaborate on some of the findings about consumer decision-making and survey principles that are specifically relevant to my evaluation below of the Boedeker study.

#### Focalism Bias and the Importance of Realistic Choices

- 49. It is well-established that a researcher can manipulate the measured importance of attributes by focusing respondents' attention on a subset of attributes while ignoring other attributes/features that consumers would normally consider in reality. Survey respondents tend to focus on whatever information is made salient in the context of the study and is thus the most prominent and appears most relevant (referred to as the "local context" his while often paying little or no attention to other options and attributes that are not prominent in the study (or are "held constant" across all options). For example, one of the important features to car buyers is likely to be how the car drives and its horsepower; if a survey ignores these (and other) important attributes while asking respondents about the importance of windshield wipers and heated seats, the survey results are likely to greatly inflate the actual impact and importance of the wipers and heated seats while implying that other (much more important) attributes can be disregarded.
- 50. The idea that a researcher can manipulate the measured importance of attributes by focusing respondents' attention on a subset of attributes while ignoring other attributes/features that consumers would normally consider is a well-known survey bias known as the "focalism

<sup>(1998);</sup> Ravi Dhar & Itamar Simonson, *The Effect of Forced Choice on Choice*, 40 J. of Marketing Res., 146-60 (2003); Ran Kivetz & Itamar Simonson, *The Effect of Incomplete Information on Consumer Choice*, 37 J. of Marketing Res., 427-48 (2000); Stephen Nowlis & Itamar Simonson, *The Effect of New Product Features on Brand Choice*, 33 J. of Marketing Res. 36-46 (1996); Ziv Carmon & Itamar Simonson, *New Insights into the Prominence Effect*, 7 J. of Consumer Psychol. 323-343 (1998); Stephen Nowlis & Itamar Simonson, *Attribute–Task Compatibility as a Determinant of Consumer Preference Reversals*, 34 J. of Marketing Res. 205-218 (1997); Itamar Simonson & Amos Tversky, *Choice in Context: Tradeoff Contrast and Extremeness Aversion*, 29 J. of Marketing Res., 281-295 (1992); Eldar Shafir, Itamar Simonson, & Amos Tversky, *Reason-Based Choice*, 49 Cognition 11-36 (1993); Amos Tversky & Itamar Simonson, *Context-Dependent Preferences*, 39 Mgmt. Science 1179-1189 (1993); Max Bazerman & Don Moore, *Judgment in Managerial Decision Making* (8th ed. 2013).

<sup>&</sup>lt;sup>15</sup> See Itamar Simonson & Amos Tversky, *Choice in Context: Tradeoff Contrast and Extremeness Aversion*," 29 J. of Marketing Res., 281-295 (1992).

<sup>&</sup>lt;sup>16</sup> See, for example, Ravi Dhar & Steven J. Sherman, *The Effect of Common and Unique Features in Consumer Choice*, 23 J. of Consumer Res. 193-203 (1996); Itamar Simonson & Amos Tversky, *Choice in Context: Tradeoff Contrast and Extremeness Aversion*, 29 J. of Marketing Res. 281-295 (1992).

bias." By itself, focalism bias can produce highly unreliable and skewed estimates, which tend to greatly overestimate the impact of the singled-out (i.e., focal) aspects.

- 51. To understand this bias, we should take into consideration that in reality consumers' decisions regarding complex, multi-attribute products such as hard drives and smartphones are based on a combination of many features, some of which are more important than others. Trying to assess the importance of individual features in isolation, while ignoring many other features, tends to lead to biased results due to the "focalism bias." Specifically, singling-out one or a few features without simultaneously considering the other important features tends to greatly overstate the importance of the focal feature as compared to its impact (if any) on actual purchase decisions made in a real-life context. Focalism bias is general and applies to the measurement of the importance of any singled-out feature, not just product features. For example, Daniel Kahneman (a Nobel Prize winner) and his co-author showed that, due to focalism, people overestimate the impact of weather on happiness when they compare the happiness of people living in California and Ohio. Similarly, in the context of a removed-from-reality conjoint study, even a small and insignificant difference on a particular feature may loom large if consumers are asked about it and a few other features while ignoring most other attributes.
- 52. In general, participants in choice-based-conjoint studies make choices among different product configurations (or "profiles") that are supposed to mimic hypothetical choices that consumers might actually make. Although it is usually not practical to include all product attributes in these hypothetical configurations, the most important attributes should be explicitly included (i.e., varied across the considered options) in the presented configurations for findings that could potentially inform us about real consumer choices.
- 53. Recognizing the implications of focusing on a few features while ignoring other valued product attributes, courts have harshly criticized conjoint studies that focused on a few features while excluding from the study many of the most important drivers of real world decisions. For example, in *Visteon Glob. Techs., Inc. v. Garmin Int'l, Inc.*, the court excluded a

<sup>&</sup>lt;sup>17</sup> See David A. Schkade & Daniel Kahneman, *Does Living in California Make People Happy? A Focusing Illusion in Judgments of Life Satisfaction*, 9 Psychol. Science, 340-346 (1998).

54. In another case (*Oracle, Inc. v. Google Inc.*<sup>19</sup>), the court excluded a conjoint study (pertaining to smartphones) due to its focalism on less important features while failing to include more important attributes; the court also highlighted the inability of participants in the conjoint survey at issued to "hold all other factors constant," which is not surprising and certainly not unique to the conjoint study used in the Oracle-Google case (as discussed further below). The court's order points out the following:

"Dr. Shugan's own focus-group research discovered 39 features that real-world consumers said they would have considered when purchasing a smartphone, including battery life and cellular network (Shugan Rpt Exh. 1). But instead of testing 39 features in his conjoint analysis, Dr. Shugan selected seven features to be studied, three of which were covered by the patented functionality. It is highly likely that study participants would have placed greater importance on a feature like startup time if it were shown with six other features as opposed to 38 other features.

In the first scenario, participants in the study were artificially forced to focus on startup time even if in the real world, startup time was unimportant to them. If Dr. Shugan had instead showed 39 different features to a study participant, then startup time (*i.e.*, the patented functionality) may have been drowned out by the multitude of other features that are considered by real-world consumers. In the real world, a consumer is faced with many features when making a decision to purchase, not artificially focused on a particular feature. This problem is exacerbated by the fact that important product features, such as battery life, WiFi, weight, and cellular network, all of which were not covered by the patented functionalities, were purposely left out and replaced with an arguably unimportant feature, voice dialing. Dr. Shugan had no reasonable criteria for choosing the four non-patented features to test; instead, he picked a low number to force participants to focus on the

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<sup>&</sup>lt;sup>18</sup> Visteon Glob. Techs., Inc. v. Garmin Int'l, Inc., 10-CV-10578, 2016 WL 5956325, at \*6 (E.D. Mich. Oct. 14, 2016) ("[T]he only 'value' expressed . . . is the relative value of the four asserted patented features to one another. [Such] conjoint results express nothing about the value of the four patented features relative to other important features of the accused devices.").

<sup>&</sup>lt;sup>19</sup> Oracle America Inc. v. Google Inc., No. C10-03561 WHA, 2012 WL 850705, at \*9-12 (N.D. Cal. Mar. 13, 2012).

patented functionalities, warping what would have been their real-world considerations." 2012 WL 850705, at \*10.

- 55. Similarly, the Court in the Apple v. Samsung case (Motion denying Apple's renewed motion for permanent injunction; March 6, 2014)<sup>20</sup> was critical of a choice-based-conjoint study conducted by Dr. Hauser, in which options varied on six features; while six attributes is more than the three highlighted features in the Boedeker study, that was still deemed unreliable and uninformative regarding the real value of the singled-out features. The Court explained at great length why the exclusion of many of the most important product features made the study unreliable. Furthermore, the Court found that "evidence of the "price premium" over the base price Samsung consumers are willing to pay for the patented features is not the same as evidence that consumers will buy a Samsung phone instead of an Apple phone because it contains that feature." *Apple III*, 909 F. Supp. 2d at 1156 (citation omitted). Because the Court concluded that the survey did "not address the relationship between demand for a feature and demand for a complex product incorporating that feature and many other features."
- 56. The problem of focalism (or "impact bias") is especially pronounced when it pertains to singled-out features that consumers would not normally see or consider before making a purchase; such a bias further magnifies the difference between what respondents must focus on in the context of an artificial survey versus what consumers actually consider in reality. Of course, the purpose of a survey is to inform us about real-world consumer decisions and valuations rather than made-up choices and results that merely reflect the flaws of an artificial survey. Thus, when a researcher uses a conjoint study that is designed to predict actual marketplace choices, it is essential that all important attributes are included in the descriptions of considered options. This rule is also consistent with the well-known statistical modeling error, referred to as the "omitted variable bias," which occurs when important variables are omitted from a model designed to estimate the effects of other variables.<sup>21</sup>

<sup>&</sup>lt;sup>20</sup> Apple, Inc. v. Samsung Elecs. Co., Ltd., No. 11-CV-01846-LHK, 2014 WL 976898 at \*11-16 (N.D. Cal. Mar. 6, 2014).

<sup>&</sup>lt;sup>21</sup> For a simple overview to this bias, see, for example, https://en.wikipedia.org/wiki/Omitted-variable\_bias.

Thus, a choice-based-conjoint exercise in which only a few attributes differentiate

the presented options while leaving out (or holding "constant") most product attributes is bound to

be biased and greatly inflate those few attributes on which the presented options differ. Instructing

survey respondents to assume that attributes of the presented options other than those specifically

identified in the survey are identical, is ineffective. <sup>22</sup> In particular, respondents tend to focus on

the attributes that differentiate the options presented to them, and pay no attention to other

"held constant") across all options are therefore simply canceled out and disregarded by

nonpresented attributes. Respondents can also assume that they are expected to focus on the

attributes that differentiate the options, rather than other attributes. Features that are common (or

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consumers/ respondents.

#### The Unreliability of Willingness-to-Pay Measures and Estimates

absolute dollar values of specific features as well as estimates of willingness-to-pay (WTP) for a product tend to be unreliable and are often influenced by irrelevant factors. To illustrate the degree to which consumers' WTP estimates are susceptible to irrelevant influences, consider the following published study.<sup>23</sup> Participants in the study were shown different products and asked to indicate their WTP for each. First, however, they were asked to enter the last two digits of their social security number (SSN) and, assuming the last two digits were a price in dollars, whether they would be willing to pay that price for the product. For example, respondents were shown a toaster (including a picture of the toaster and a list of features). They were first asked if they would be willing to buy the toaster assuming its price in dollars was equal to the last two digits of their SSN. They next indicated the highest price they would be willing to pay for the toaster. The results showed that respondents whose last two SSN digits were between 00 and 49 were willing to pay significantly less for the toaster than those whose last two digits were between 50 and 99.

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<sup>&</sup>lt;sup>22</sup> See, for example, Ravi Dhar & Steven J. Sherman, *The Effect of Common and Unique Features in Consumer Choice*, 23 J. of Consumer Res. 193-203 (1996).

<sup>&</sup>lt;sup>23</sup> Itamar Simonson & Aimee Drolet, *Anchoring Effects on Consumers' Willingness-to-Pay and Willingness-to-Accept*, 31 J. of Consumer Res. 681-90 (2004).

Merely considering random two digits affected the measured WTP for the products. Such findings demonstrate that WTP estimates tend to be highly sensitive to the questions asked and the considered reference points. There have been many other demonstrations of the unreliability of willingness-to-pay measures, such as in valuations of public goods. <sup>24</sup> It is particularly important to point out that, as far as I am aware, there has never been any study that confirmed that customers were *in reality* willing to pay the price for a given feature value that was derived from a choice-based-conjoint study (or any other type of conjoint study). Mr. Boedeker has not cited such evidence either. Thus, putting aside the obvious flaws and limitations of the methodology relied upon in the Boedeker Survey, to my knowledge, the claim that certain AFR differences are associated with a particular willingness-to-pay or monetary value has never been realistically validated and is contradicted by what research shows about consumer preferences.

Multi-Attribute Diminishing Sensitivity and the Importance of Including Other

# Product Features and Brand Names in Choice Studies that Claim to Determine the Dollar Values of Features

59. Another important finding regarding consumer decision-making is related to the concept of "multi-attribute diminishing sensitivity," which was first demonstrated by my previous student Stephen Nowlis and me in 1996 (the article received the O'Dell Award for the *Journal of Marketing Research* article that had the greatest impact on the marketing field between 1996 and 2001). "Multi-attribute diminishing sensitivity" indicates that the impact of a product feature on consumers' preferences for the product depends on preexisting characteristics of the product and the brand. In particular, compared to a relatively lower performance product, a product that is associated with perceived advantages gains much less in terms of valuation and choice share when yet another feature is added. Thus, for example, if Seagate (or Barracuda) drives already have attractive features, a change in attribute value (e.g., 1% versus 5% AFR) is

<sup>&</sup>lt;sup>24</sup> See, for example, Daniel Kahneman & Jack Knetsch, *Valuing Public Goods: The Purchase of Moral Satisfaction*, 22 J. of Envtl. Econ. & Mgmt. 57-70 (1992).

<sup>&</sup>lt;sup>25</sup> Stephen Nowlis & Itamar Simonson, *The Effect of New Product Features on Brand Choice*, 33 J. of Marketing Res. 36-46 (1996).

likely to have a relatively minor, if any, effect on value or consumers' preferences for the product. The evidence that new features have lower impact on strong products and brands is widely accepted in the field, and has influenced and has been relied upon by marketing experts and managers.<sup>26</sup>

60. Given that the value of a feature depends on the product's other features and the brand and considering that survey respondents focus on aspects that differentiate the options presented to them, any study that is intended to estimate *absolute dollar values* of features (even assuming that is possible) must include multiple brands in the choice set. That is, in any real competitive marketplace, willingness-to-pay for a product and the value of a given feature *is relative to the other choices with which consumers are presented*. Thus, without presenting multiple brands, it is impossible to determine if the addition of a feature to a given brand would actually increase the willingness-to-pay for that product in reality. Of course, if the feature at issue does not affect the WTP for the product and does not affect its choice likelihood, that feature has no real monetary value. As explained below, The Boedeker study failed to include the brand names and other key features, which further inflated the impact of the attribute that was emphasized – the AFR.

# "Preference Construction": The Impact of the Description of Options and Features, the Choice Context, and the Manner in which Preferences Are Elicited on Consumers' (and Respondents') Expressed Preferences

61. As indicated, a great deal of research regarding consumer decision-making and the "construction of preferences" has demonstrated the major impact of the manner in which options and features are described, the choice context (i.e., the specific set of options and attributes presented to respondents/consumers), and the preference elicitation method. For example, asking respondents to equate the values of two options generates preference estimates that are quite

<sup>&</sup>lt;sup>26</sup> See, for example, Steve Hoeffler & Kevin Keller, The Marketing Advantages of Strong Brands, 10 Brand Mgmt. 421, 435 (2003).

different from those derived based on choices between options.<sup>27</sup> As an illustration of effect of attribute description, one study, for example, found that describing ground beef as being 80% lean generates more favorable evaluations of the beef than if the same beef is described as containing 20% fat.<sup>28</sup> Accordingly, a study such as Mr. Boedeker's conjoint study must (a) describe the options and features accurately and in the way that actual consumers perceive these products, (b) present the set of options and relevant features (including all features that impact actual consumer choices) accurately and realistically, and (c) measure respondents' preferences in the same way as consumers would likely do when making purchase decisions in reality. As explained below, Mr. Boedeker's study did not satisfy these requirements.

#### **The Importance of Avoiding "Demand Effects"**

designing a survey, the researcher must avoid "demand effects." Demand effects<sup>29</sup> relate to the phenomenon whereby survey respondents use cues provided by the survey procedure and questions to figure out the purpose of the survey and what they imagine to be the "correct" answers to the questions they are asked. The respondents then tend to provide what they perceive as the "correct" answers as a way to ensure that the results "come out right." Demand and order effects can pollute the results of a survey dramatically, especially when they call attention to or make salient a particular consideration or option while neglecting other factors or options. For example, in one study,<sup>30</sup> college students were asked two questions: "How happy are you?" and "How many dates did you have last month?" The correlation between answers to these questions depended on the order in which they were asked – the correlation was 0.12 when the question about happiness was asked first, and it increased to 0.66 when the question about the number of

<sup>&</sup>lt;sup>27</sup> See, for example, Ziv Carmon & Itamar Simonson, *Price-Quality Tradeoffs in Choice Versus Matching: New Insights into the Prominence Effect*, 7 J. of Consumer Psychol. 323-343 (1998).

<sup>25 || 28</sup> Irwin Levin & Gary Gaeth, How Consumers Are Affected by the Framing of Attribute Information Before and After Consuming the Product, 15 J. of Consumer Res. 374-378 (1988).

<sup>&</sup>lt;sup>29</sup> See, for example, Martin Orne, On the Social Psychology of the Psychological Experiment, 17 Am. Psychol. 776-783 (1962). For a review of the impact of demand effects in likelihood of confusion surveys, see Itamar Simonson & Ran Kivetz, Demand Effects in Likelihood of Confusion Surveys: The Importance of Marketplace Conditions, in Trademark and False Advertising Surveys (Shari Diamond & Jerre Swann eds., 2012).

<sup>&</sup>lt;sup>30</sup> Described in Norbert Schwarz, Cognition and Communication: Judgmental Biases, Research Methods, and Logic of Conversation (1996).

dates was asked first. Thus, judgments of happiness were strongly influenced by the number of

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- 63. A survey designed to test a cause-and-effect relation, such as whether a particular feature enhances the perceived value of a product, must include a proper "control." A control is designed to estimate the degree of "noise" or "error" in the survey and to enable the researcher to isolate the effect at issue. Indeed, without a proper control, there is no benchmark for determining whether any estimate is significant or merely reflects guessing and the flaws of the survey methodology.
- 64. Mr. Boedeker states that he relied on the *Reference Guide on Survey Research*.<sup>32</sup> As discussed in detail in pages 397-401 of that *Reference Guide*, any study designed to test for a cause-and-effect relation (such as the effect of a particular AFR difference on the value of a product) must include a proper control. As explained below, Mr. Boedeker failed to follow that guidance.

#### The Importance of Approximating the Information Available to Consumers in Reality

65. Any study of consumer decision-making and any attempt at determining the dollar value of product attributes (assuming that were possible) must approximate marketplace conditions as closely as possible. For example, one legal authority, Professor McCarthy, pointed

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<sup>&</sup>lt;sup>31</sup> See, for example, Simon Prop. Grp. L.P. v. MySimon, Inc., 104 F. Supp. 2d 1033 (S.D. Ind. 2000).

<sup>&</sup>lt;sup>32</sup> Shari Seidman Diamond, *Reference Guide on Survey Research, Reference Manual on Scientific Evidence* 359-423 (3rd ed. 2011); it was cited as a reference and also cited in the Boedeker Report's footnotes.

out regarding trademark surveys, "the closer the survey methods mirror the situation in which the ordinary person would encounter the trademark, the greater the evidentiary weight of the survey results."<sup>33</sup> Indeed, courts have given little or no weight to (or excluded) "likelihood of confusion" surveys that failed to capture essential characteristics of the marketplace, such as showing the marks at issue in a way that misrepresents reality. Similarly, market research firms have gone to great lengths to approximate reality in order to generate more accurate estimates of consumer behavior. Businesses that hire such firms thus understand the importance of realistic market research in making actual marketing decisions.

- 66. A great deal of research has shown that when making decisions and evaluating products, consumers rely on attributes and values that are both available and easy to process.<sup>34</sup> Accordingly, unless consumers observe and consider product attributes, they cannot be influenced by them.
- 67. Contrary to Mr. Boedeker's argument, there is no support in any consumer decision-making research for the notion that a product feature can influence the value of the product or the product market price if that feature is ignored or not known by consumers or is otherwise not among the purchase considerations. More generally, designing a study about consumer decision-making requires a good understanding of how consumers make decisions in real life. A person who lacks such understanding is unlikely to design a proper survey (unless guided by a consumer behavior expert), because such a study is likely to make the wrong assumptions or rely on improper measures.

#### THE BOEDEKER "THEORETICAL FRAMEWORK" AND CONJOINT STUDY

68. I next explain some of the key implications of the principles of survey design and consumer decision-making for the theoretical economic model and study relied upon by Mr. Boedeker. Mr. Boedeker suggests that his analysis allowed him to determine the harm in dollars to buyers of the accused HDs (Boedeker Report, p. 7). According to his "analysis," the harm

<sup>&</sup>lt;sup>33</sup> 4 J. Thomas McCarthy, *McCarthy on Trademarks and Unfair Competition* (September 2007) (McCarthy) at § 32:163. See also *THOIP v. Walt Disney Co.*, 690 F. Supp. 2d 218 (S.D.N.Y. 2010).

<sup>&</sup>lt;sup>34</sup> See, for example, Bettman et al. (1991), "Consumer Decision-making," Handbook of Consumer Behavior.

caused to buyers is either a very substantial portion of the product's price or even greater than the

total product price. Consistent with the above review, Mr. Boedeker's conjoint survey violated the

"theoretical framework" is completely removed from reality and offers no relevant information. It

contrast, Mr. Boedeker, who apparently has little knowledge of actual consumer decision-making,

relies on an outdated, irrelevant "theoretical framework." This "analysis" is based on assumptions

with reality. No consumer researcher, manager, or market researcher that I am aware of relies on

conclusions. For example, he suggested that the impact of the actual AFR value on consumers'

preferences is not influenced by whether consumers even saw or considered the AFR. As he

The presented framework led Mr. Boedeker to what appear to be nonsensical

derived from theoretical economic articles published in the 1960s (or earlier) that do not mesh

I described above the manner in which consumer preferences are determined. By

basic survey principles described above, and his "theoretical framework" has little to do with

current research regarding consumers' preferences and valuations. Indeed, Mr. Boedeker's

is based on assumptions from theoretical economics that have been refuted many years ago.

Mr. Boedeker's "Theoretical Framework" and Consumers' Willingness-to-Pay

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18 DEPO P. 223:

19 14THE WITNESS:My model, my approach

20 15applies regardless of an individual consumer's

21 16recollection or actual viewing that information.

22 17The relevant part from my model, my

such theoretical frameworks today.

testified during his deposition:

18analysis, is to see if there is a new equilibrium

24 19price for a different product, like in this case

20with a different AFR.

26 Q (By Ms. McLean) Whether the consumer

saw the AFR in making their decision, whether they

cared about the AFR, whether they knew what an AFR

- 1 was, none of that matters in your damages model?
- 2 | MS. SCARLETT: Objection to form.
- 3 | 1THE WITNESS:That's correct.It's
- $4 \parallel 2$  not part of the -- the parameters in my study.
- 5 | 3Q(By Ms. McLean) Would it matter if AFR
- $6 \parallel 4$  data was not published for certain drives that are
- 7 | 5 part of the class drives?
- 8 6 MS. SCARLETT: Objection to form.
- 9 | 7 THE WITNESS: If there was no
- 10 | 8 information about AFR out there, that would be a
- 11 || 9slightly different study, but even if that wasn't
- 12 | 10published, a study like this could still measure
- 13 | 11the equilibrium price for different for
- 14 | 12 different outcomes of AFR, and then that would
- 15 | 13have to be -- it's a different study so I can't -
- 16 | 14I can't design it ad hocly, but I would say it
- 17 | 15 could be captured with a similar study of this
- 18 | 16kind if not -- not having AFR information
- 19 | 17available or not.
- 20 | 18 So in a sense the study would not be
- 21 | 19 the same as here because here I have direct
- 22 | 20 discrete points of comparison, so I would say I
- 23 | 21 probably have to think about it, but I wouldn't
- 24 || 22rule out that a study like this could capture
- 25 | 23 differences in prices.
- 26 | 24 Q(By Ms. McLean) The study that you have
- 27 | 25 conducted does not consider whether individual

- 1 products that contained the Seagate drive at issue 2 had AFR data published or not? It assumes that 3 3 data was available for all ST3000-DM001 products? 4 MS. SCARLETT: Objection, form. 5 5 THE WITNESS: What my study does is 6 6 comparing different AFR, one percent and all the 7 way to like 50 percent on the extreme end, and I 8 did not look at which individual models had AFR 9 information published with them. (Boedeker Depo at 223:10-225:9) 10 71. Thus, contrary to what contemporary research shows about the manner in which 11 consumers make decisions (as well as common sense), Mr. Boedeker suggests that consumers can 12 be strongly influenced by an attribute they never considered or were even exposed to. To the 13 contrary, if an attribute such as AFR is not published or considered, then consumers would have 14 made the same purchase decisions regardless of the specific AFR presented by Seagate, and the 15 AFR made no difference. The Boedeker Conjoint Study Was Designed in a Way that Predetermined 16 17 that AFR Differences Would be Very Influential and Highly Valued 18 72. I described above court decisions that excluded or gave little weight to conjoint 19 studies, particularly when the descriptions of options were limited to relatively few attributes that 20 differentiated the options included in the choice sets. The current Boedeker conjoint survey was 21 worse than those disfavored studies because it forced respondents to make choices based on AFR 22 and a couple of other attributes (warranty + connectivity/Portability) while effectively ignoring
- most of the important attributes. Indeed, an examination of the data sheet describing the HD's attributes/features shows that over two dozen attributes differentiate HDs. It is my understanding that this data sheet and other dense publications such as product manuals were the only information sources any buyers might have relied on with respect to AFR.
  - 73. Consumers are highly unlikely to purchase a HD based solely on the limited set of attributes that differentiated options in the Boedeker study, and Mr. Boedeker's study does not

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suggest otherwise. Moreover, as explained further below, by leading respondents to consider AFR values between 1% and 50%, the study virtually guaranteed that AFR would appear to be the most valuable attribute, presumably implying extremely high damages to consumers.

The decision to rely on a <1%-50% AFR range, regardless of the relevant range,

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violates one of the most basic principles of conjoint studies. By testing an exceptionally wide range for the AFR dimension – from <1% to 50% (while the two other differentiating attributes had a narrow range) – Boedeker's design was further biased in favor of showing that AFR was the most valuable and impactful attribute (notwithstanding the fact that, in reality, very few buyers were likely to consider or be exposed to AFR).

75. Mr. Boedeker suggested that a 50% AFR was a plausible value for class members, who are the typical purchasers of the HD at issue. The only "support" for the 50% figure was an online report prepared by a company called Backblaze. However, as Mr. Boedeker should have known, that report (based on 24/7 commercial data center use of consumer grade hard drives) was irrelevant to his survey, which presumably focused on consumers. That is, putting aside the lack of reliable evidence that Blackblaze's experience was as claimed, this company used the HDs 24/7 in a commercial environment, contrary to the product's intended use. Clearly, Backblaze's experience (if it was as stated) was irrelevant to the HDs used by the proposed class members, and therefore, Backblaze's claimed failure rate should not have influenced the Boedeker Survey design.

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76. According to Mr. Boedeker's deposition testimony, even if 50% was an unrealistic number, that would not have affected the estimates pertaining to lower AFR values (see depo page 314).

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For example, he assumed that using a 1-50% range did not affect the produced AFR value estimate:

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25 | Depo page P. 314:

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18Now, if I have a level in there and

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the level will never be picked and ultimately that

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20 level within the attribute will have a very low

- 1 | 21utility, but it doesn't bias the other levels, the
- $2 \parallel 22$  other utility estimates, just what would it
  - just would be so outrageous that it's never been
  - picked, so then it will have very low utility,
  - 25 negative utility potentially, because it's so bad,
  - 77. But this claim is simply wrong. Consistent with a great deal of research, the range of values of an attribute has a major influence on its measured value. That is, the wider the range, the more valuable and "important" the attribute appears to be.<sup>35</sup>
  - 78. It is also noteworthy that Mr. Boedeker misused his "pre-test." In addition to effectively excluding some of the most important attributes identified in the pilot study (e.g., capacity, brand), he changed the meaning of "reliability" without offering any justification. In the pilot study, "reliability" was one of the important attributes. However, Seagate's product description for the HD at issue listed seven features under "reliability/data integrity," with AFR being just one of them (see the data sheet used in my survey). Yet, Mr. Boedeker did not include in his study the seven reliability-related features; instead, he led respondents to only consider AFR, which further inflated the measured impact of AFR (as compared to a study that listed all seven reliability-related aspects), and he omitted capacity altogether, which his "pre-test" showed to be the most frequently named feature by potential purchasers.

#### A Summary of Flaws that Made the Boedeker Conjoint Exercise Unreliable and Biased

- 79. Consistent with the above review of survey principles and the impact of specific biases, the Boedeker conjoint exercise suffered from the following biases:
- a. Focalism bias: As explained above, the decision to focus on AFR and a couple of other differentiating attributes (each with a limited range) predetermined that AFR would appear to be the most influential and valued.

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<sup>&</sup>lt;sup>35</sup> See, for example, P. Verlegh et al., *Range and Number-of-Levels Effects in Derived and Stated Measures of Attribute Importance*," Marketing Letters, 41-52 (2002); see also: http://acrwebsite.org/volumes/6854/volumes/v15/NA-15; http://acrwebsite.org/volumes/6128/volumes/v10/NA-10

- 1	
1	I declare under penalty of perjury under the laws of the United States of America
2	that the foregoing is true and correct.
3	Executed this 5th day of January, 2018, at Miami, Florida.
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7	I. Simoner
8	Itamar Simonson, Ph.D.
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### **EXHIBIT A**

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**EDUCATION** 

Ph.D. Duke University, Fugua School of Business

Major: Marketing; May 1987

M.B.A. UCLA, Graduate School of Management

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Major: Economics, Political Science; August 1976

**ACADEMIC POSITIONS** 

July 1987 - June 1993 University of California, Berkeley

Haas School of Business Assistant Professor

July 1993 – Aug. 1996 Stanford Graduate School of Business

**Associate Professor of Marketing** 

Sept. 1996 – Aug. 1999 Stanford Graduate School of Business

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Sept. 1999 – Present Stanford Graduate School of Business

Sebastian S. Kresge Professor of Marketing

1994 – 2000 Stanford Graduate School of Business

Marketing Group Head

2000, 2004, 2012 Visiting Professor of Marketing: MIT; NYU; Columbia

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#### **AWARDS**

- Best Article in the *Journal of Consumer Research* during the period 1987-1989.
- The 1997 O'Dell Award (for the *Journal of Marketing Research* article that has had the greatest impact on the marketing field in the previous five years).
- The 2001 O'Dell Award.
- Honorary Doctorate: University of Paris II Sorbonne Universities.
- The American Marketing Association Best Book in Marketing Award.
- Elected Fellow of the Association for Consumer Research.
- The 2007 Society for Consumer Psychology Distinguished Scientific Achievement Award.
- Finalist for the O'Dell Award: 1995; 2002; 2004; 2005; 2007; 2008; 2012.
- Best Article in the *Journal of Public Policy & Marketing* during the period 1993-1995.
- The 2016 Association for Consumer Research Conference Best Paper Award.
- The 2002 American Marketing Association Award for the Best Article on Services Marketing.
- The Association for Consumer Research 1990 "Ferber Award."
- Finalist for the 2003 Paul Green Award (for the *Journal of Marketing Research* article with the greatest potential to contribute to the practice of marketing research).
- Runner-up for the 2005 Journal of Consumer Research Best Article Award.
- Winner in the Marketing Science Institute and Direct Marketing Association competition on "Understanding and Measuring the Effect of Direct Marketing."
- Runner-up for the 1993 California Management Review Best Article Award.
- National Science Foundation Grant (for 1996-8).
- Outstanding Reviewer Award, Journal of Consumer Research, 2005, 2009.
- Honorable Mention for the Sloan Executive Program Teaching Award.

#### **TEACHING EXPERIENCE**

#### **Stanford University**:

Marketing Management (for MBAs and the Sloan Executive Program)

Marketing to Businesses (for MBAs); Technology Marketing (for MBAs)

Critical Analytical Thinking (for MBAs)

Research Methods for Studying Consumer Behavior (a Ph.D. Course)

Behavioral Decision Making (a Ph.D. Course)

Consumer Behavior (a Ph.D. course)

#### University Of California, Berkeley:

MBA, Ph.D. and Executive Education Classes on Marketing Management and Consumer Behavior.

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#### **BUSINESS EXPERIENCE**

October 1978-August 1983 Motorola, Inc.

Worked in an international subsidiary; responsibilities included marketing research and customer analysis, definition of new products, pricing, analysis of sales force performance, competitive intelligence, and forecasting. Conducted studies of markets for various communications products. Last two years served as Product Marketing Manager for communications products.

#### Consulting:

Consulted for clients from a wide range of industries such as technology, communications, services, and manufacturing sectors.

Expert witness assignments: trademark infringement, deceptive advertising, surveys, consumer behavior, marketing management, branding, retailing, distribution, assessment of demand drivers and feature value, and other marketing issues.

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#### ARTICLES UNDER REVIEW/REVISION

Franklin Shaddy, Ayelet Fishbach, and Itamar Simonson (2016), "Distinctions without a difference: How seemingly unrelated choice effects all reflect the willingness-to-make tradeoffs."

Haiyang Yang, Ziv Carmon, and Itamar Simonson, "The Preference for Practical Knowledge: Its Conceptualization, Measurement, and Ability to Predict Consumer Behaviors."

Wendy Liu and Itamar Simonson, "Shortlisting – Not Overwhelmed But Biased."

Aner Sela and Itamar Simonson, "The Feeling of Preference: Preference Expression in the Absence of Preferences."

Ioannis Evangelidis, Jonathan Levav, and Itamar Simonson (2017), "Single Option Aversion."

#### **Doctoral Dissertations Chaired:**

Ravi Dhar (Chaired Professor, Yale U.)

Aimee Drolet (Chaired Professor, UCLA)

Stephen Nowlis (Chaired Professor, Washington U., St. Louis)

Ziv Carmon (Chaired Professor, INSEAD)

Ran Kivetz (Chaired Professor, Columbia U.)

Donnel Briley (Professor, U.O. Sydney)

Thomas Kramer (Tenured Associate Professor, U.O. South Carolina)

Wendy Liu (Tenured Associate Professor, U.O. Calif., San Diego)

Sanjay Sood (Tenured Professor, UCLA)

Song-Oh Yoon (Assistant Professor, Korea U.)

Michal Maimaran (Clinical Assistant Professor, Kellogg School)

Leilei Gao (Assistant Professor, Chinese University, Hong Kong)

Aner Sela (Assistant Professor, U. O. Florida)

Jonah Berger (Tenured Associate Professor, Wharton School, U.O. Penn.)

#### **EDITORIAL ACTIVITIES**

<u>Editorial Boards</u>: Journal of Marketing Research, Journal of Consumer Psychology, Journal of Marketing, Journal of Consumer Research, Journal of Behavioral Decision Making, International Journal of Research in Marketing, Journal of Marketing in Emerging Economies, Marketing Letters, Journal of Academy of Marketing Science, Review of Marketing Research.

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Reviewer for Marketing Science, Journal of Economic Behavior and Organization, Science, Management Science, Journal of Retailing and Consumer Services, Journal of Marketing, Journal of Retailing, Organizational Behavior and Human Decision Processes, Journal of Experimental Psychology, Psychological Review, Psychological Bulletin, Journal of Personality and Social Psychology, Psychological Science, California Management Review, Journal of Economic Psychology, European Journal of Social Psychology, Journal of Judgment and Decision Making, Medical Decision Making, and National Science Foundation.

#### **PROFESSIONAL AFFILIATIONS**

Association for Consumer Research Judgment and Decision Making Society American Psychological Society

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# **EXHIBIT B**

#### **EXHIBIT B**

## <u>Cases in which Dr. Itamar Simonson Testified as an Expert at Trial or by Deposition in the Past</u> Four Years

- 1. GeoTag, Inc. v. <u>AT&T et al</u>. (Nor. Dist. of Texas, Dallas Div.; 2:10-CV-570) (deposition)
- Poquito Mas Licensing Corp. v. <u>Taco Bell Corp.</u> (Cent. Dist. of CA; 8:13-CV-01933) (deposition)
- 3. <u>Whirlpool Corp.</u> Front-Loading Washer Products Liability Litigation (Nor. Dist. Ohio; 1:08-wp-65000; MDL 2001) (trial)
- 4. <u>Playtex Products, LLC</u> v. Munchkin, Inc. (Cent. Dist. CA; CASE NO. CV 11-0503 AHM (RZX) (trial)
- 5. SRI International, Inc. v. <u>Cisco Systems, Inc.</u> (US Dist. of Del., 13-1534) (deposition)
- 6. <u>Fage Dairy Processing Industry, S.A.</u> v. General Mills, Inc. (Nort. Dist. of NY; 6:11-cv-01174) (deposition)
- 7. <u>Fox Broadcasting Company et al.</u> v. Dish Network (Cent. Dist. of CA; 12-04529) (deposition)
- 8. Skye Astiana et al. v. <u>Kashi Company</u> (South. dist. of CA; 11-CV-1967-HBGS) (deposition)
- 9. <u>Bank of America</u> v. Trilegiant Corp. & Affinion Group (Arbitration, Reference # 01-14-0000-4517) (Arbitration testimony)
- Larry Butler et al. v. <u>Sears, Roebuck and Co.</u> (Nor. Dist. of IL, Eastern Div., 06-CV-7-23) (Deposition)
- 11. Car Freshner v. Exotica Fresheners (SDNY; 14-CV-391) (Trial)
- 12. <u>Laura McCabe et al.</u> v. Six Continents Hotels, Inc. (No. Dist. of CA, SF Div., 12–cv–04818 NC) (deposition).
- 13. RPI v. Apple Inc. (No. Dist. of NY, Albany Div.; 1:13-CV-633) (deposition)
- WNET, ABC et al. (Broadcast networks) v. Aereo, Inc. (SDNY; 12-cv-1540)
- 15. <u>Western Sugar Cooperative et al.</u> v. Archer-Daniels-Midland Company et al. (Cent. Dist. of CA, CV11-3473-CBM) (Trial)
- 16. Sazerak Company, Inc. v. <u>Fetzer Vineyard, Inc.</u> (N. D. of CA; 3:15-cv-04618) (trial)

- 17. Lena Thodos et al. v. <u>Nicor, Inc. et al.</u> (Circuit Ct. of Cook County, IL, Chancery Div.; 11 CH06556) (Deposition).
- 18. Christopher Corcoran et al. v. <u>CVS Pharmacy</u> (Nor. Dis. of CA; 15-CV-3504) (deposition)
- 19. Intellectual Ventures II v. <u>AT&T Mobility et al</u>. (Dist. of Del.; 13-cv-1631) (Deposition)
- 20. Lights Out Holdings and Shawne Merriman v. Nike, Inc. (South. Dist. Of CA, 3:14-cv- 00872-JAH-NLS) (Deposition)
- 21. <u>Koninklijke Philips Electronics N.V.</u> v. Hunt Control Systems (Dist. of NJ, 11-03684) (Trial).
- 22. Valador, Inc. v. <u>HTC Corp</u>. (East. Dist. of VA; 1:16-cv-1162).
- 23. Beaulieu Group v. Mohawk Industries (N. D. of Georgia, Rome Div.; 4:15 cv-00124) (Deposition).
- 24. <u>Adidas America, Inc. et al.</u> v. Skechers USA, Inc. (Dist. of Oregon, Portland Div.; 3:15-cv-01741) (Deposition)
- 25. B Property Management, Inc., et al. v. <u>Goodman Global</u> (Middle Dist. of FL; 3:12-CV-1366-HES-JBT) and Anne McVicar et al., v. <u>Goodman Global</u> (Cent. Dist. of CA; 8:13-cv-13-01223-DOC-RNB) (deposition)
- 26. Exxon Mobil Corp. v. <u>FX Networks et al.</u> (South. Dist. of TX; 4:13– CV–02906) (Deposition)
- 27. <u>Car Freshner Corp.</u> v. Crocs, Inc. (Nor. Dist. of NY; 7:16-cv-0068) (Deposition)
- 28. State of Arizona et al. v. <u>Volkswagen AG et al.</u> (Sup. Ct. of Ariz., Maricopa County; CV-2016-005112) (deposition).
- 29. Jack Daniel's Properties v. VIP (US Dist. of Ariz., CV 14-02057) (Trial).
- 30. Versata Software, Inc. v. Zoho Corp. (W.D. Texas; 1:13-00371) (Deposition)
- 31. DRAL Enterprises v. North Atlantic Operating Company (Nor. Dist. of IL, East. Div.; 1:16-cv-08384) (deposition).
- 32. Oracle America, Inc. v. Google Inc. (No. Dist. of CA; C 10-03561) (Deposition.
- 33. <u>TrueCar, Inc.</u> v. Sonic Automotive, Inc. (Cent. Dist. of CA, West. Div.; 13-cv-05812) (Deposition).
- 34. World Trade Centers Association, Inc. v. <u>The Port Authority of New York and New Jersey</u> (So. Dist. of NY; 15-cv-7411) (deposition).
- 35. <u>TCL Communication Technology Holdings</u> v. Telefonaktoebol LM Ericsson, et al. (Cent. Dist. of CA, 8:14-CV-00341 JVS-DFMx) (Trial).

- 36. <u>Margarita Delgado, et al.</u> v. Ocwen Loan Servicing et al. (East. Dist. of NY; 1:13-cv-04427) (Deposition).
- 37. (on behalf of <u>Sound Exchange</u>) In the Matter of Determination of Rates and Terms for Preexisting Subscription Services and Satellite Digital Audio Radio Services (United States Copyright Judges, Washington, D.C., trial).
- 38. <u>Adidas America, Inc. et al.</u> v. TRB Acquisitions et al. (Dist. of Oregon; 3:15-cv-02113-SI) (deposition)
- 39. THX LTD. v. Apple Inc. (Nor. Dist. of CA; 3:16-cv-01161) (deposition).

# **EXHIBIT C**

#### MATERIALS RELIED UPON OR CONSIDERED

#### Federal Pleadings, Motions, & Deposition Transcripts

Second Consolidated Amended Complaint, *In re Seagate Technology LLC Litigation*, No. 5:16-cv-00523-RMW (N.D. Cal. June 11, 2016), ECF No. 62.

Plaintiffs' Notice of Motion and Motion for Class Certification, *In re Seagate Technology LLC Litigation*, No. 5:16-cv-00523-RMW (N.D. Cal. Nov. 8, 2017), ECF No. 135.

Declaration of Andrew Hospdor in Support of Plaintiffs' Motion for Class Certification, *In re Seagate Technology LLC Litigation*, No. 5:16-cv-00523-RMW (N.D. Cal. Nov. 8, 2017), ECF No. 133-5.

Declaration of Stefan Boedeker in Support of Plaintiffs' Motion for Class Certification, *In re Seagate Technology LLC Litigation*, No. 5:16-cv-00523-RMW (N.D. Cal. Nov. 8, 2017), ECF No. 133-4.

Corrected Declaration of Stefan Boedeker in Support of Plaintiffs' Motion for Class Certification, *In re Seagate Technology LLC Litigation*, No. 5:16-cv-00523-RMW (N.D. Cal. Nov. 20, 2017), ECF No. 146-1 (including documents and spreadsheets referenced in Appendix: Results of Boedeker's Conjoint Analysis for Different Sub-Samples Purchasers of Seagate Hard Drives – No Monotonicity Constraint; Purchasers of Other Hard Drives – Monotonicity Constraint).

Deposition Transcript of Stefan Boedeker & Exhibits (Dec. 12, 2017) (including Screenshots of Consumer Survey).

#### **State Court Documents**

Seagate's Opposition to Motion for Class Certification, *Pozar v. Seagate Technology LLC*, CGC-15-547787 (S.F. Super. Ct. Aug. 10, 2017).

Seagate's Objections to Evidence, *Pozar v. Seagate Technology LLC*, CGC-15-547787 (S.F. Super. Ct. Aug. 10, 2017).

Seagate's Opposition to Plaintiffs' Supplemental Response to Its Objections to Evidence Filed in Support of Plaintiffs Motion for Class Certification, *Pozar v. Seagate Technology LLC*, CGC-15-547787 (S.F. Super. Ct. Oct. 19, 2017).

Order Granting in Part Plaintiffs' Motion for Class Certification, *Pozar v. Seagate Technology LLC*, CGC-15-547787 (S.F. Super. Ct. Nov. 1, 2017).

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*BarraCuda*, Seagate, <a href="https://www.seagate.com/consumer/upgrade/desktop-hdd/?sku=ST3000DM001">https://www.seagate.com/consumer/upgrade/desktop-hdd/?sku=ST3000DM001</a> (last visited Jan. 4, 2018).

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#### Scholarly Publications, Articles, & Treatises

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Max Bazerman & Don Moore, Judgment in Managerial Decision Making (8th ed. 2013).

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Steve Hoeffler & Kevin Keller, The Marketing Advantages of Strong Brands, 10 Brand Mgmt. 421, 435 (2003).

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Linda Jamieson & Frank Bass, Adjusting Stated Intentions Behavior to Predict Trial Purchase of New Products: A Comparison of Models and Methods, Journal of Marketing Research, Vol. XXVI at 336-45 (1989).

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David A. Schkade & Daniel Kahneman, *Does Living in California Make People Happy? A Focusing Illusion in Judgments of Life Satisfaction*, 9 Psychol. Science, 340-346 (1998).

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#### Case Law

Apple, Inc. v. Samsung Elecs. Co., Ltd., No. 11-CV-01846-LHK, 2014 WL 976898 at \*11-16 (N.D. Cal. Mar. 6, 2014).

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Oracle America Inc. v. Google Inc., 2012 WL 850705, at \*9-12 (N.D. Cal. Mar. 13, 2012).

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*Visteon Glob. Techs., Inc. v. Garmin Int'l, Inc.*, 10-CV-10578, 2016 WL 5956325, at \*6 (E.D. Mich. Oct. 14, 2016).

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# **EXHIBIT D**

Draft 12-6-17

#### #103-17128 COMPUTER HARDWARE SURVEY

#### **SPECS**

#### N=420--2 CELLS OF 210 EACH

PER CELL: 50% MALES/50% FEMALES; 18+ YEARS OF AGE, NO AGE QUOTAS

# EXHIBITS TO BE SHOWN IN CELLS: CELL 1.......( )—Product Data Sheets 1A and 1B (AFR <1%), N=210 CELL 2.......( )—Product Data Sheets 2A and 2B (AFR <8%), N=210

#### #103-17128 COMPUTER HARDWARE SURVEY

#### **SCREENER**

#### (QUESTION 10)

Today we are interviewing people about computer hardware and accessories. Please take a few moments to complete our questions; we are sure you will find it interesting.

{PROGRAMMING NOTE: GENDER QUOTA PER CELL: 50% MALES AND 50% FEMALES}

#### (QUESTION 15)

What is your gender? (Select one response)

1: Male [50%] 2: Female [50%]

{PROGRAMMING NOTE: NO AGE QUOTAS; IF RESPONSE "UNDER 18", TERMINATE}

#### (QUESTION 20)

Please enter your age: \_\_\_\_\_

{PROGRAMMING NOTE: NO REGION QUOTAS BUT MUST LIVE IN THE US}

#### (QUESTION 25)

In which state do you live? [INSERT DROP DOWN LIST]

#### (QUESTION 30)

Which of the following devices are you using right now to take this survey? **(Select one response)** 

- 1 Desktop computer → [SKIP TO Q.40]
- 2 Laptop computer → [SKIP TO Q.40]
- 3 Tablet (such as an iPad, Android tablet, etc.) → [SKIP TO Q.40]
- 4 Cell phone (not a smartphone) → [ASK Q.35]
- 5 Smartphone → [ASK Q.35]
- 6 Other mobile device → [ASK Q.35]

#### (QUESTION 35)

This survey may or may not be compatible with cell phones, smartphones or other mobile devices, so please use your tablet, or desktop or laptop computer to complete this survey. To complete this survey, please re-try your invitation link using your tablet, or desktop or laptop computer. *{TERMINATE INTERVIEW.}* 

#### (QUESTION 40)

{Response 4 ('None of these'), must be selected to continue. Otherwise, terminate.}

Do you, or does any member of your household currently work for any of the following? **(Select all that apply)** 

- 1: An advertising, public relations or marketing agency or advertising department of a company
- 2: A market research firm or a marketing research department of a company
- 3: A company that makes computer hardware or accessories
- 4: None of these [Single response-CONTINUE]

#### (QUESTION 45)

Please carefully read the following descriptions:

#### **External Hard-drive:**

An external hard-drive is a portable storage device that can be attached to a computer through a USB or other cable connection, or wirelessly. External hard drives typically have high storage capacities and are often used to back up computers or serve as a network drive.

#### **Internal Hard-drive:**

An internal hard-drive is a storage device located inside a computer system. Although the computer you purchase has one or more hard-drives initially, it is possible to purchase one or more additional hard-drives later and have them installed inside the computer or the NAS (Network Attached Storage) after your initial purchase.

(Please continue when you are ready.)

#### (QUESTION 50)

{Response 1 ('Yes, I have'), must be selected to continue. Otherwise, terminate.}

Have you purchased an external or internal hard-drive in the past six years? Please count hard drives that were part of a Network Attached Storage (NAS) device but do not count hard drives that were pre-installed or part of a computer package that you bought.

#### (Select <u>one</u> response)

- 1: Yes, I have
- 2: No, I have not
- 3: Don't know/Not sure

#### (QUESTION 55)

{Response 1 ('I made the decision') OR 2 ('I was involved but was not the primary decision maker'), must be selected to continue. Otherwise, terminate.}

Considering any hard-drive(s) that you purchased during the past six years, please indicate the following: (Select <u>one</u> response)

- 1: I made the decision
- 2: I was involved but was not the primary decision maker
- 3: I was not involved in the decision making process
- 4: Don't know/ Not sure

#### (QUESTION 60)

{Response 2 ('For personal, non-business use only') OR 3 ('For personal and business use'), must be selected to continue. Otherwise, terminate.}

Please select the one statement that best applies for any hard-drive(s) that you purchased in the past six years.

I purchased an external or internal hard-drive ... (Select one response)

- 1: For business use only
- 2: For personal, non-business use only
- 3: For personal and business use
- 4: Don't know/ Not sure

#### (QUESTION 65)

{PROGRAMMER: RANDOMIZE ORDER OF ANSWER RESPONSES 1-4}

{Response 1 ('Seagate') AND/OR 2 ('Western Digital (WD)') AND/OR 4 ('Toshiba') must be selected to continue. Otherwise, terminate.}

Which of the following hard-drive brand(s) have you purchased in the past six years? (Select <u>all</u> that apply)

- 1: Seagate
- 2: Western Digital (WD)
- 3: HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi
- 4: Toshiba
- 5: Other (please specify):
- 6: Don't know/ Not sure [SINGLE RESPONSE]

#### (QUESTION 70)

{If Response 6 ('Other') OR 7 ('Don't know/Not sure') selected, terminate. All other responses, continue.}

What capacity external or internal hard-drive(s) did you purchase in the past six years? (Select all that apply)

- 1: 1 TB
- 2: 2 TB
- 3: 3 TB
- 4: 4 TB
- 5: 5 TB
- 6: Other
- 7: Don't know / Not sure [SINGLE RESPONSE]

#### (QUESTION 75)

{If Response 9 ('Other') selected, terminate. All other responses, continue.}

What year was your <u>most recent purchase</u> of an external or internal hard drive which was 1 to 5 TB capacity? **(Select one response)** 

- 1: 2017
- 2: 2016
- 3: 2015
- 4: 2014
- 5: 2013
- 6: 2012
- 7: 2011
- 8: Don't remember exact year but was within past 6 years
- 9: Other

#### (QUESTION 80)

{PROGRAMMER: COLLECT NAME AND PHONE NUMBER BUT DO <u>NOT</u> TERMINATE IF RESPONDENT DOES NOT GIVE NAME AND PHONE NUMBER}

Thank you, you qualify for this study.

Please provide us with your name and phone number so we can call you to verify that you participated in this survey.

Your name and phone number and your responses to this survey will be kept completely confidential. We will <u>not</u> be calling to sell you anything; we will <u>only</u> call to <u>verify</u> your participation.

Please record your name and phone number below:	
Name	-
Phone Number: ()	

#### (QUESTION 100)

If you wear eyeglasses or contacts while using the computer, can you please put them on now?

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#### #103-17128 COMPUTER HARDWARE SURVEY

#### MAIN QUESTIONNAIRE

#### (QUESTION 150)

#### **RECORD CELL APPLIED TO:**

CELL 1......( )—Product Data Sheets 1A and 1B, (AFR <1%), N=210 CELL 2.......( )—Product Data Sheets 2A and 2B (AFR <8%), N=210

#### (QUESTION 200)

First, for each question, if you don't know or don't have an answer, please don't guess, just indicate that you "don't know" or "don't have an answer" by typing in the words "don't know" and it will go on to the next question. Also, you should complete this survey without stopping in the middle, and please make sure not to consult anyone and not open another browser while working on this survey.

#### (QUESTION 210)

Please review the following product data sheets as you would if you were actually considering buying a hard-drive. Make sure to review all the product information, specs, and any other information.

#### (QUESTION 220)

{PROGRAMMER: INSERT APPROPRIATE DATA SHEET 1A or 2A}

First, please review the information on this first product data sheet. You may need to scroll down to see the entire page. When you are done, click on the >> at the bottom of the page to continue.

#### (QUESTION 230)

#### {PROGRAMMER: INSERT APPROPRIATE DATA SHEET 1B or 2B}

Now, please review the information on this second product data sheet. You may need to scroll down to see the entire page. When you are done, click on the >> at the bottom of the page to continue.

{Programming note: Please create 2 separate links on the bottom of the screen <u>for each</u> <u>question 250-265</u> for respondent to go back to view the <u>product data sheets from Q220 and Q230</u> if they should wish to.}

Links should say:

"If you would like to view the FIRST product data sheet" again, please click here"

"If you would like to view the SECOND product data sheet" again, please click here"

For the links that bring up the popup page:

At the top of each page it should say: "Click on the "X" to return to the question with an  $\rightarrow$  pointing to the "X"

#### (QUESTION 240)

You can go back and review again the product data sheets you saw by clicking on the appropriate link at the bottom of each screen.

## {½ THE RESPONDENTS IN EACH CELL WILL BE ASKED Q.250A AND ½ WILL BE ASKED Q.250B} (QUESTION 250A)

Assuming you were considering buying this type of hard-drive and the product costs approximately \$79.00, how likely or unlikely would you be to buy the hard-drive shown on the product data sheets you just saw? — Would you say that you would <u>Definitely</u> buy it, you would <u>Probably</u> buy it, you <u>May or May Not</u> buy it, you would <u>Probably Not</u> buy it, or you would <u>Definitely Not</u> buy it? (Select <u>one</u> response)

"If you would like to view the FIRST product data sheet" again, please click here"
"If you would like to view the SECOND product data sheet" again, please click here"

- 1: Definitely buy it
- 2: Probably buy it
- 3: May or may not buy it
- 4: Probably not buy it
- 5: Definitely not buy it

#### (QUESTION 250B)

Assuming you were considering buying this type of hard-drive and the product costs approximately \$79.00, how likely or unlikely would you be to buy the hard-drive shown on the product data sheets you just saw? — Would you say that you would <u>Definitely not</u> buy it, you would <u>Probably not</u> buy it, you <u>May or May Not</u> buy it, you would <u>Probably</u> buy it, or you would <u>Definitely</u> buy it? (Select <u>one</u> response)

"If you would like to view the FIRST product data sheet" again, please click here"
"If you would like to view the SECOND product data sheet" again, please click here"

- 5: Definitely <u>not</u> buy it
- 4: Probably not buy it
- 3: May or may not buy it
- 2: Probably buy it
- 1: Definitely buy it

#### (QUESTION 260)

What makes you say that you would (INSERT ANSWER FROM Q250a/Q250b)? Please type your answer below. Please be specific and include details.

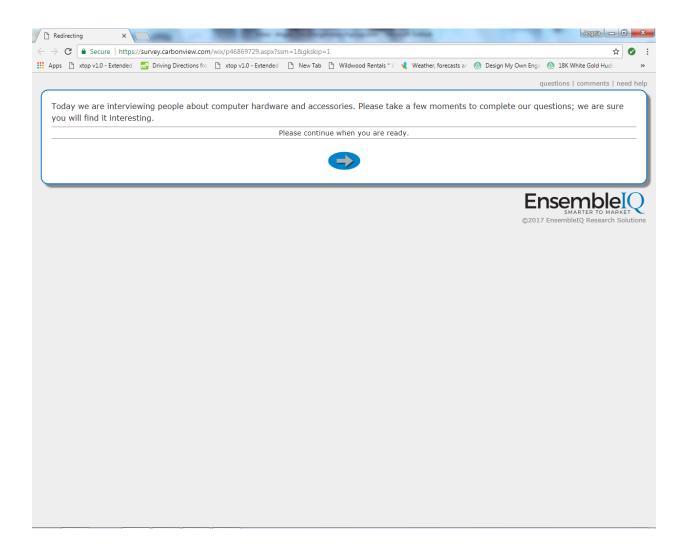
If you would like to view the FIRST product data sheet" again, please click here"
If you would like to view the SECOND product data sheet" again, please click here"
NUESTION 2CE)
UESTION 265)
ny other reason that you would (INSERT ANSWER FROM Q250a/Q250b)? Please type you swer below. Please be specific and include details.
If you would like to view the FIRST product data sheet" again, please click here"
If you would like to view the SECOND product data sheet" again, please click here"

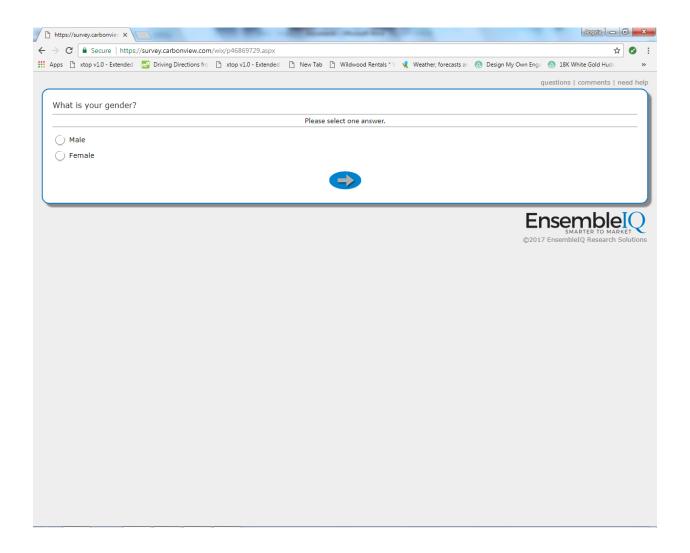
(QUESTION 270)
In general, what have been the main uses of the hard-drive(s) you bought in the past six years?
Please type your answer below. Please be specific and include details.
(OUESTION 275)
(QUESTION 275) {Programmer: Q275 CAN BE BLANK, IF SO, SKIP TO Q280}
Any other hard-drive uses? Please type your answer below. Please be specific and include
details.
details.
(QUESTION 280)
In general, what features or characteristics of hard-drives do you consider most important
when deciding which hard-drive to buy? Please type your answer below. Please be specific and
include details.
(QUESTION 285)
{Programmer: Q285 CAN BE BLANK, IF SO, SKIP TO Q300}
Any other hard-drive features or characteristics that you consider important when deciding
which hard-drive to buy? Please type your answer below. Please be specific and include
details.

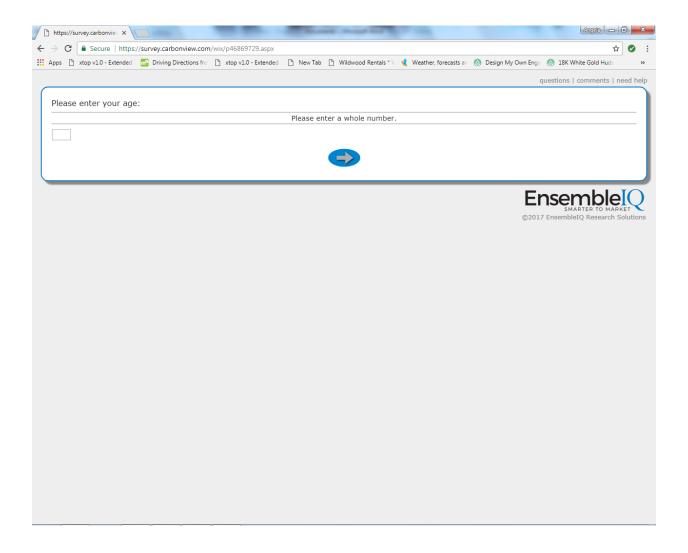
#### (QUESTION 300)

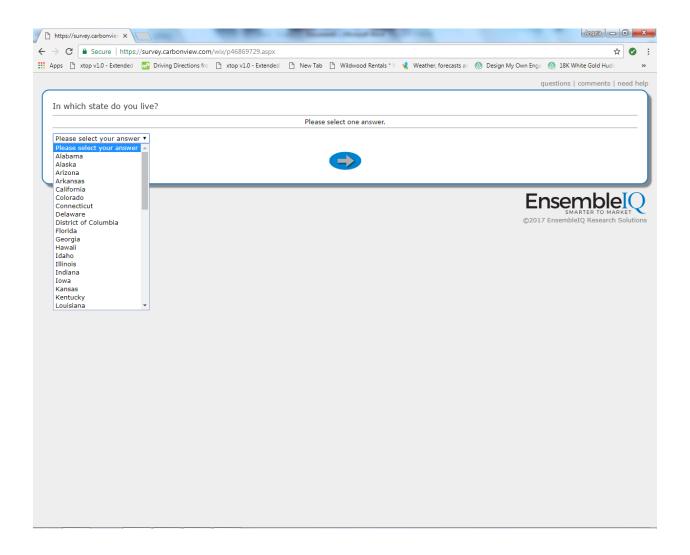
Those are all of our questions. Thank you for your time.

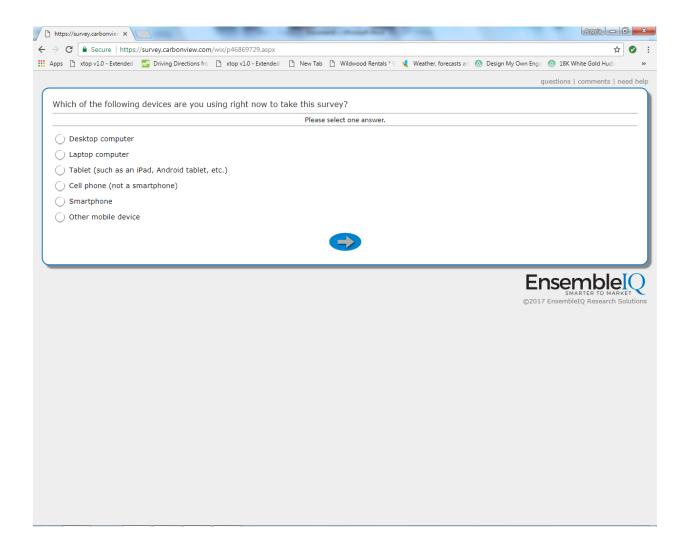
# **EXHIBIT E1**

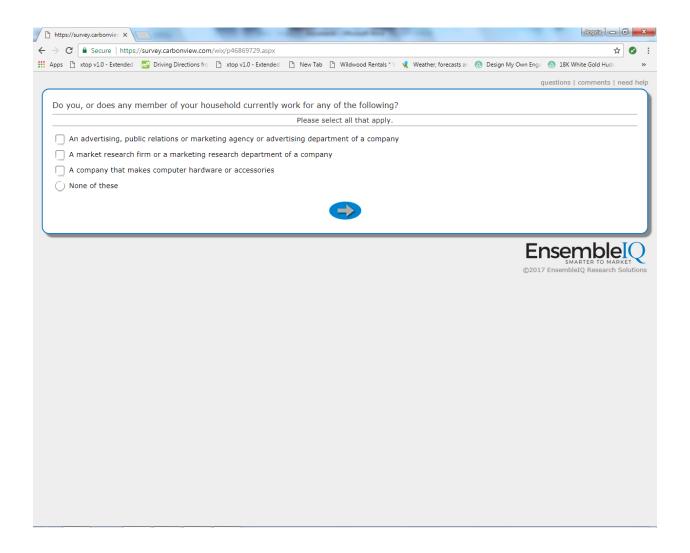


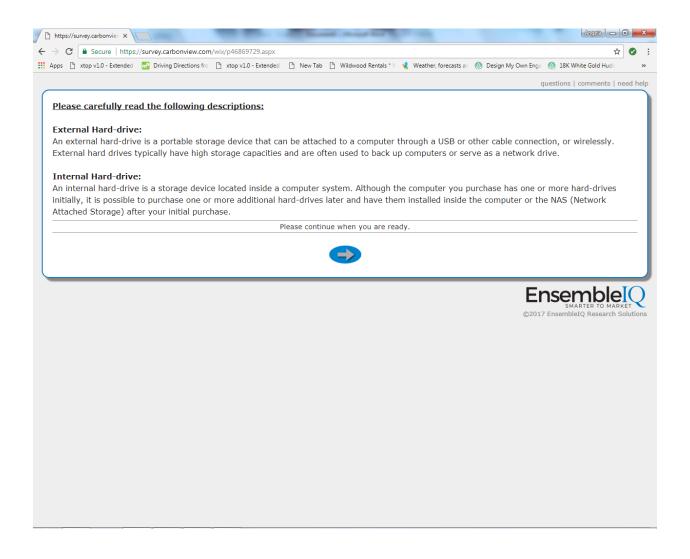


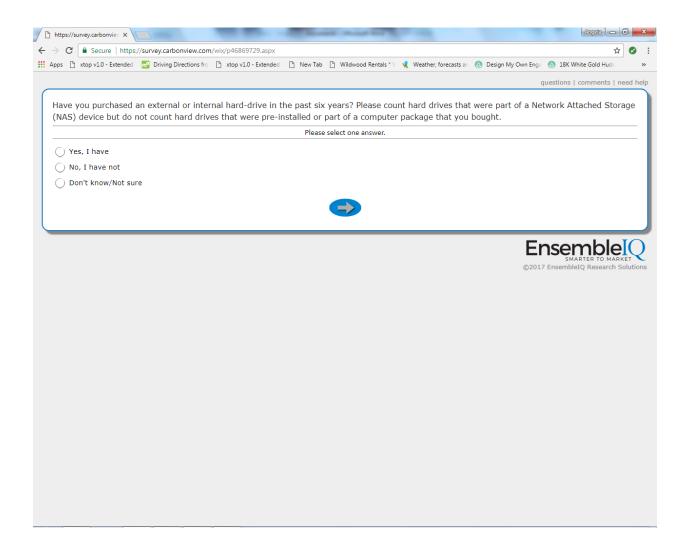


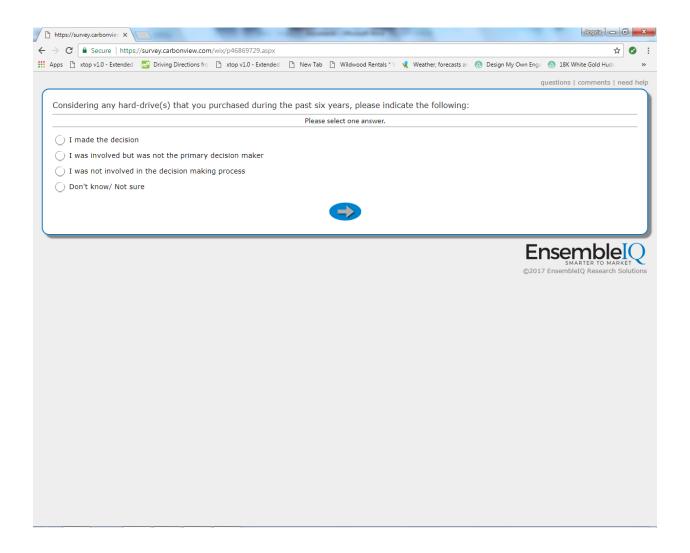


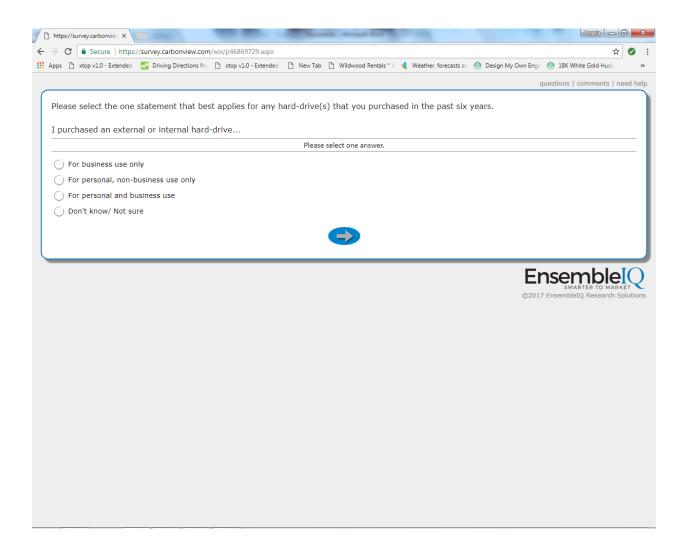


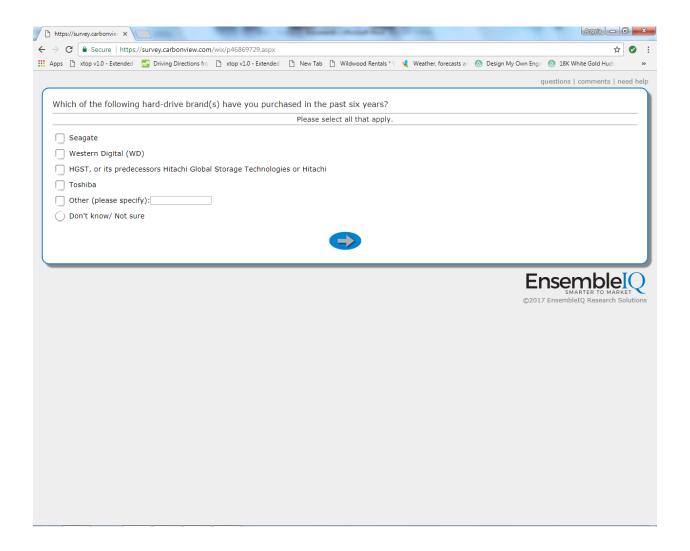


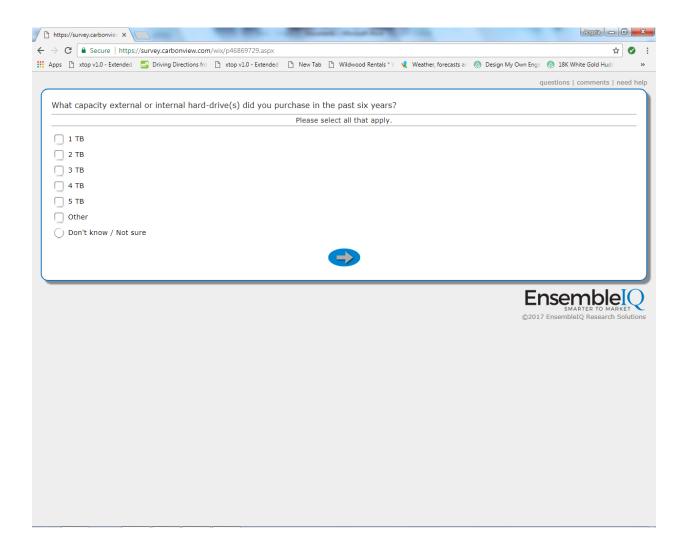


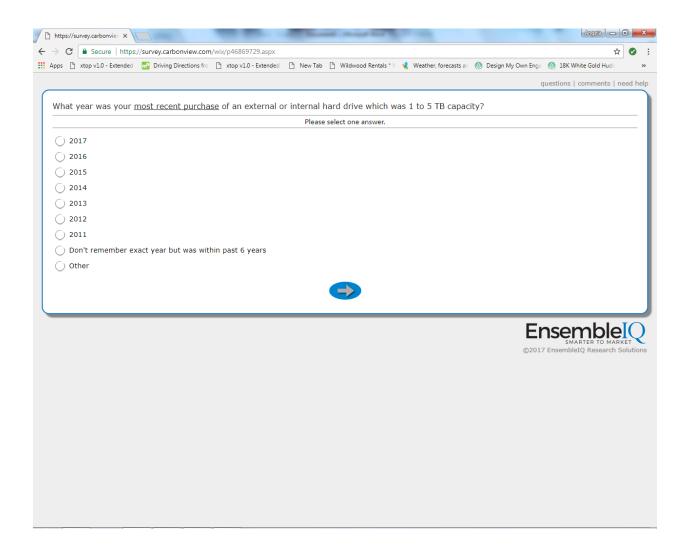


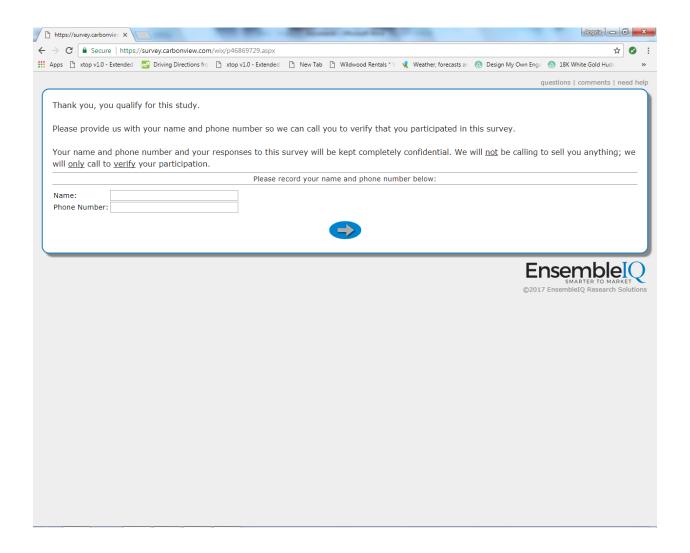


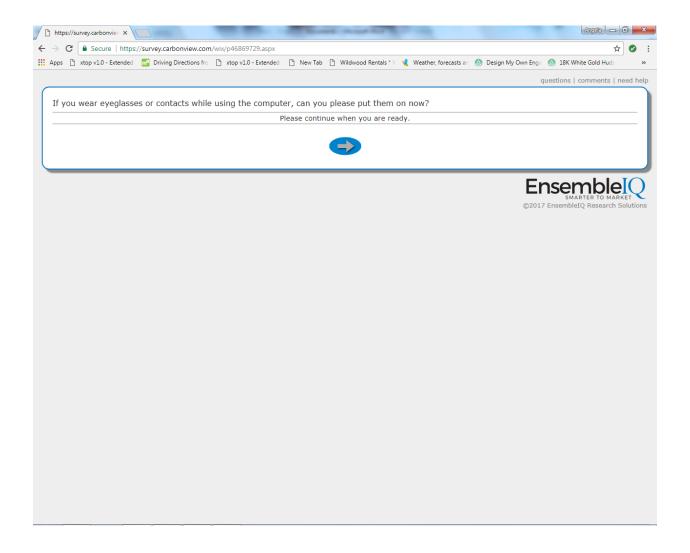


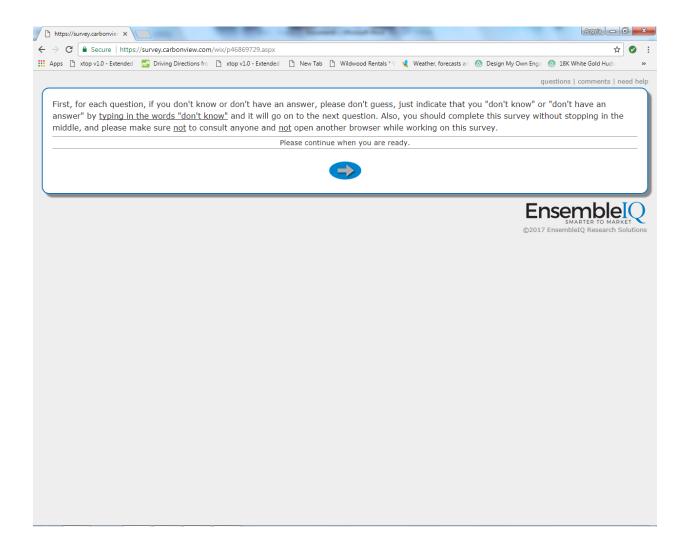


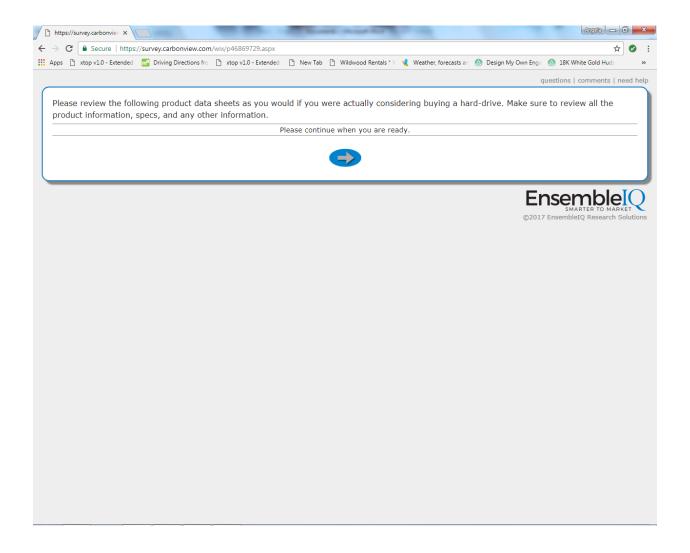




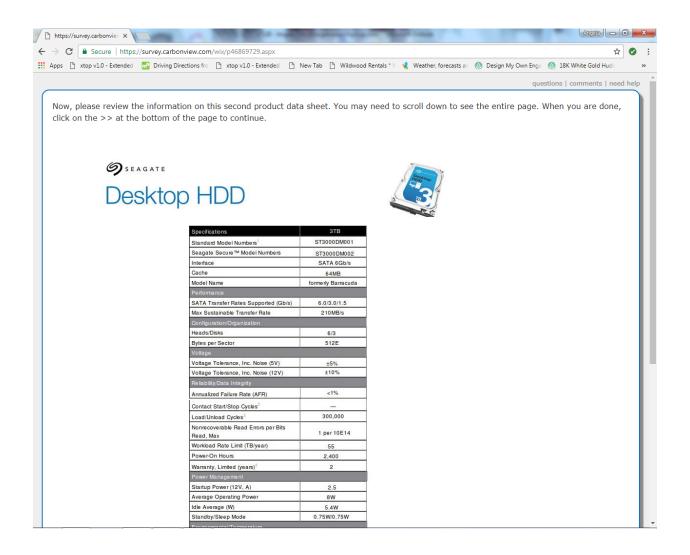


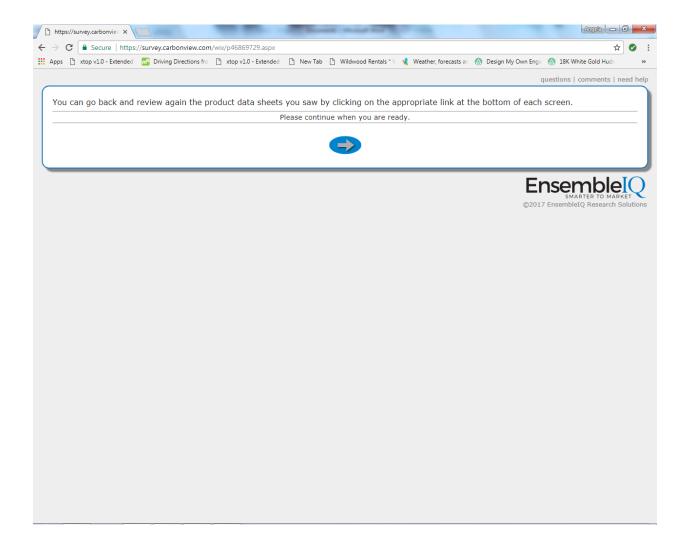


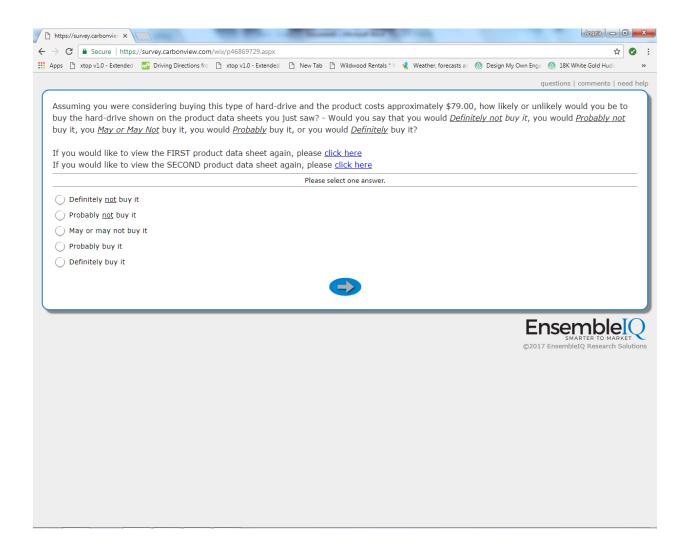


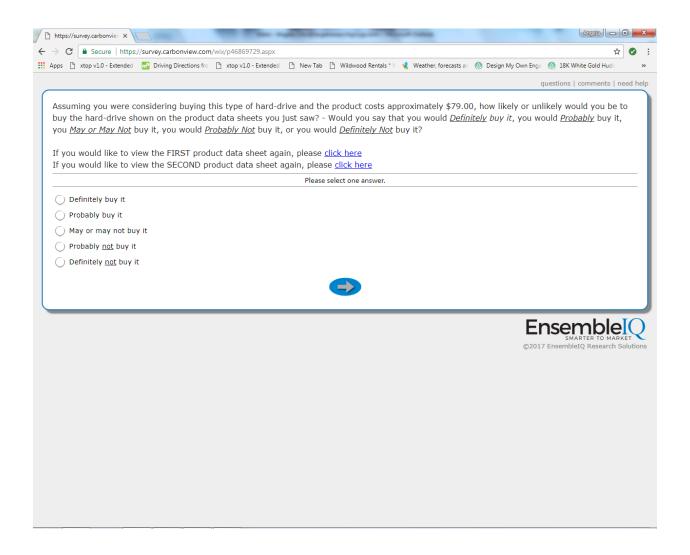


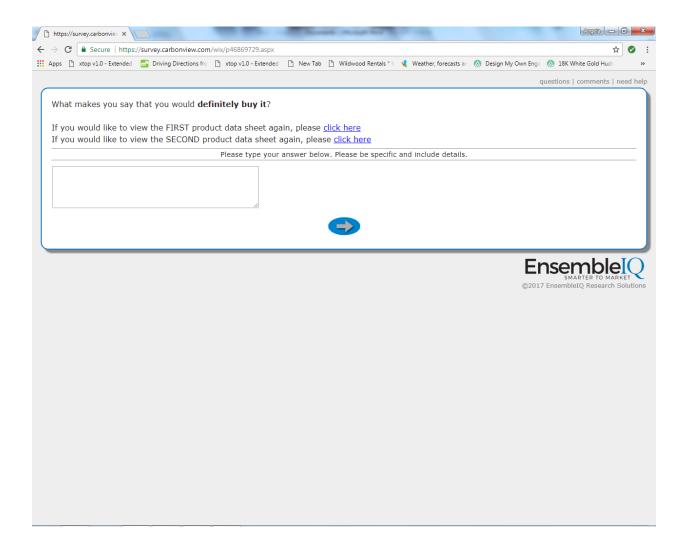


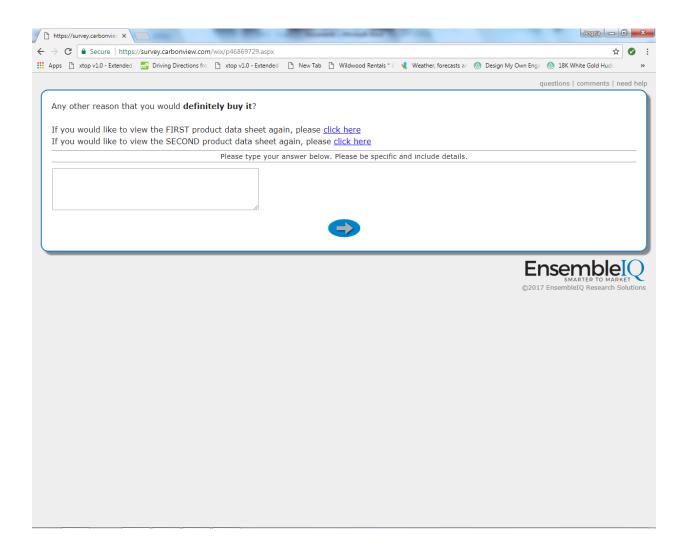


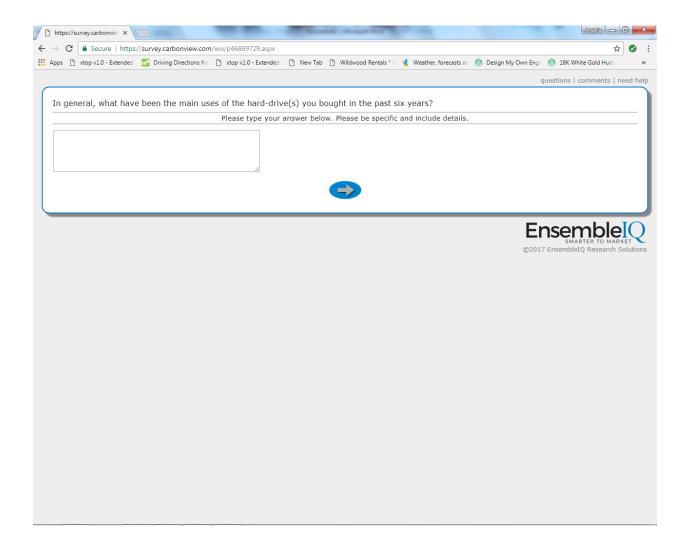


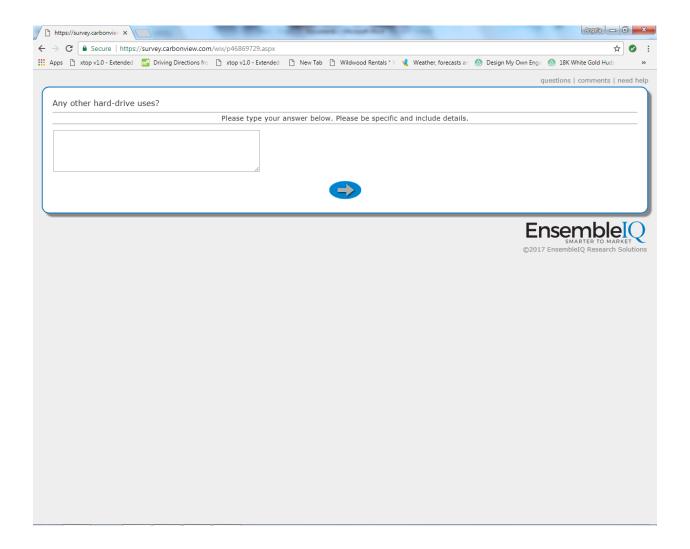


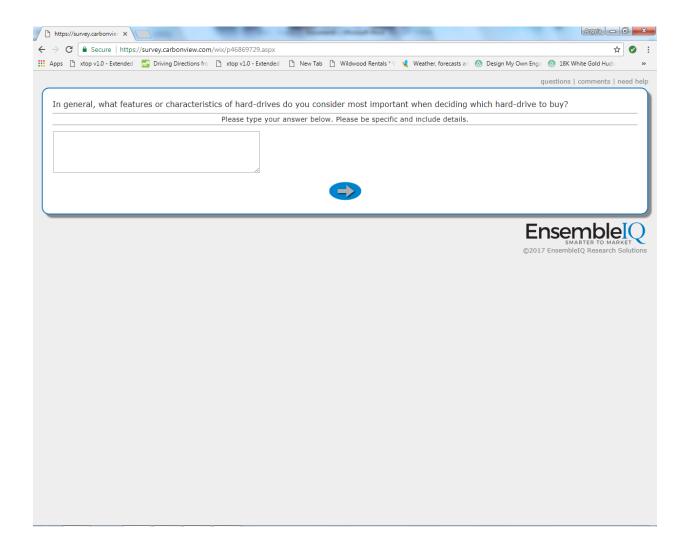


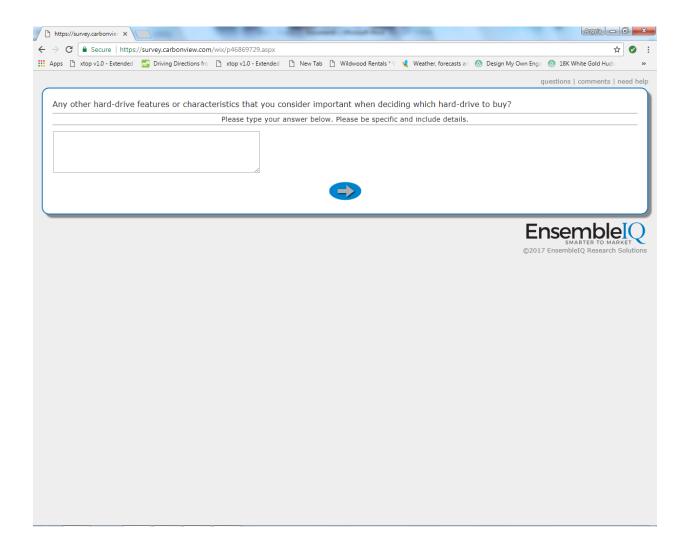


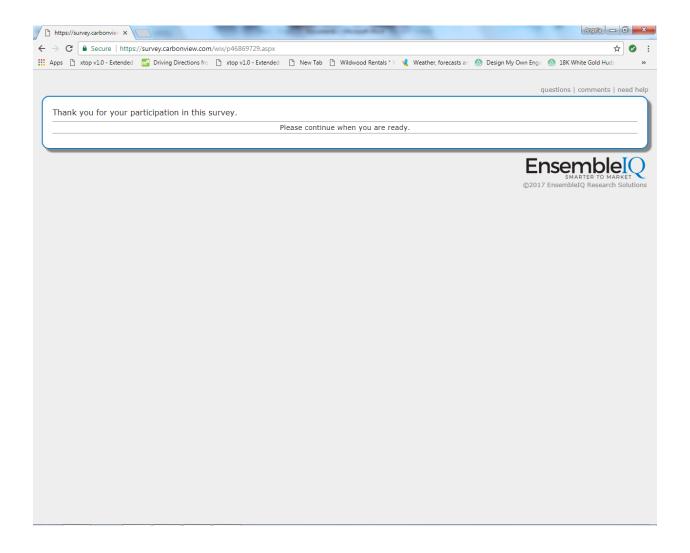




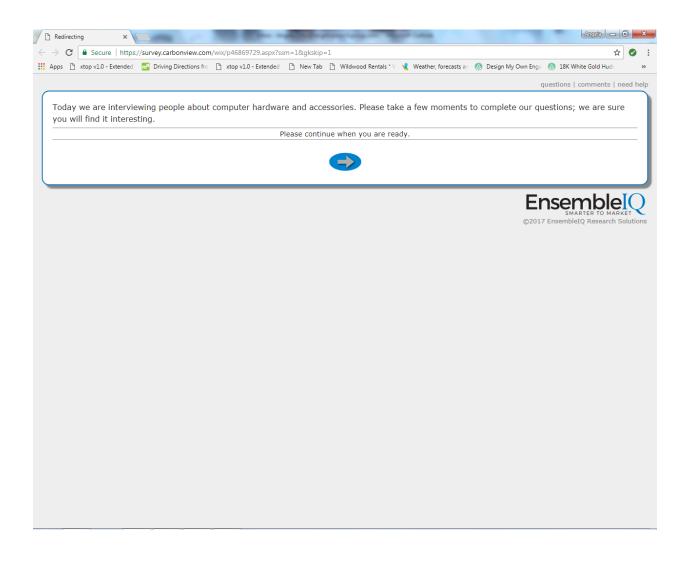


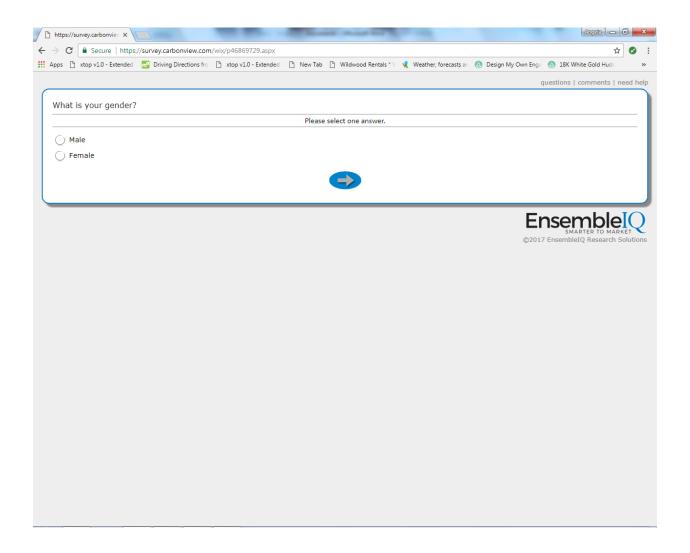


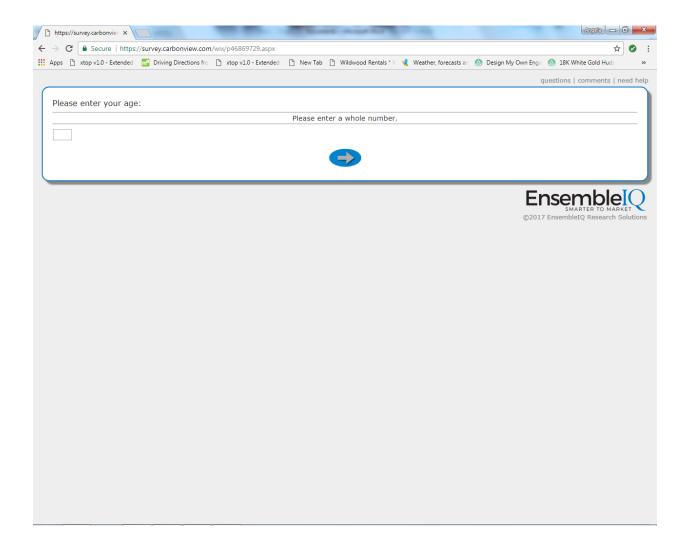


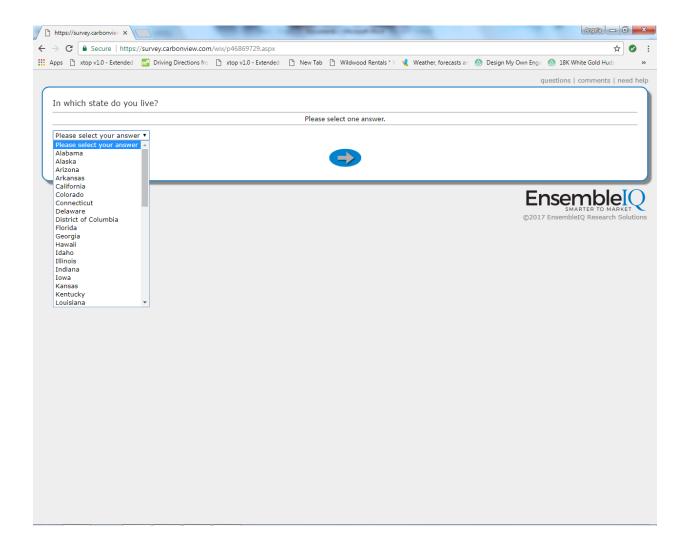


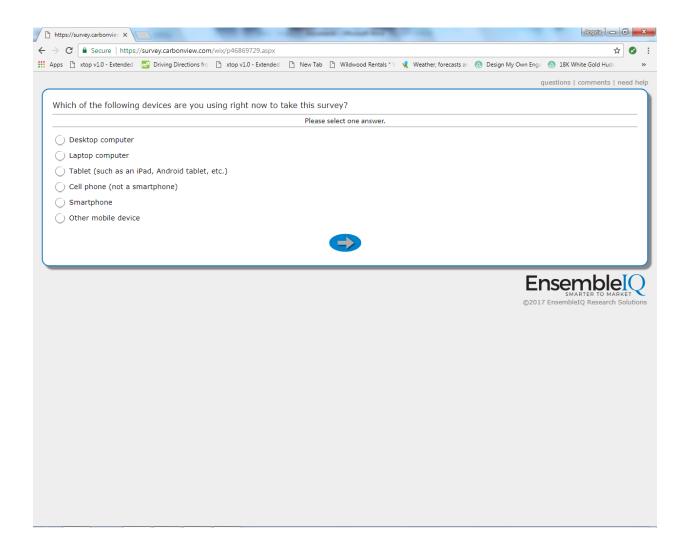
## **EXHIBIT E2**

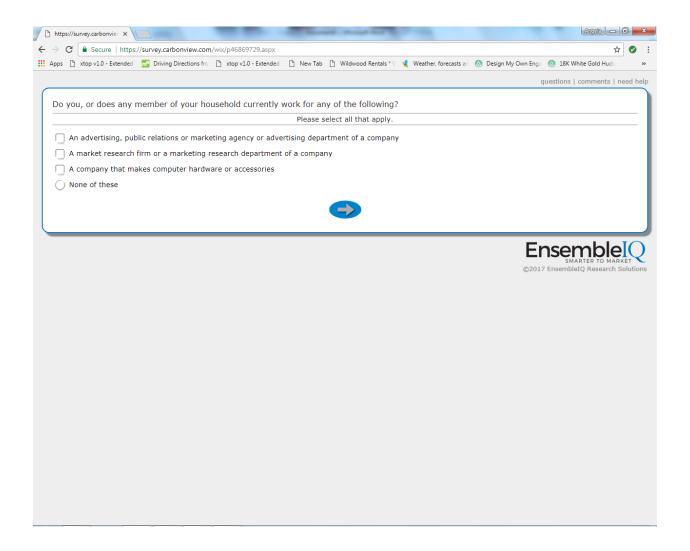


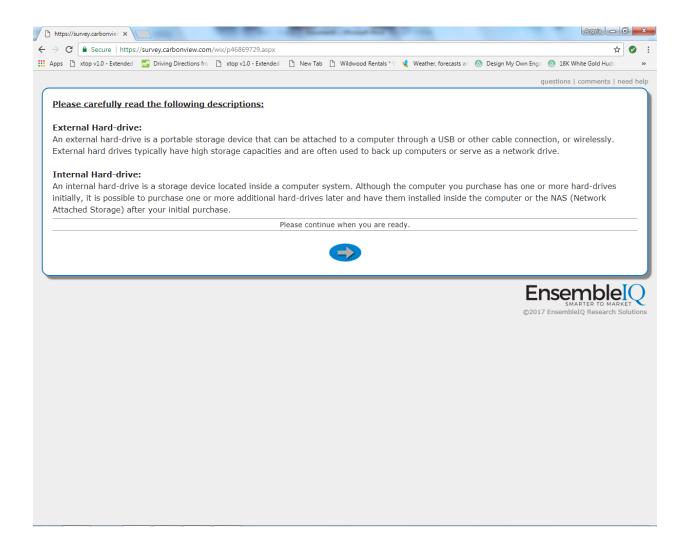


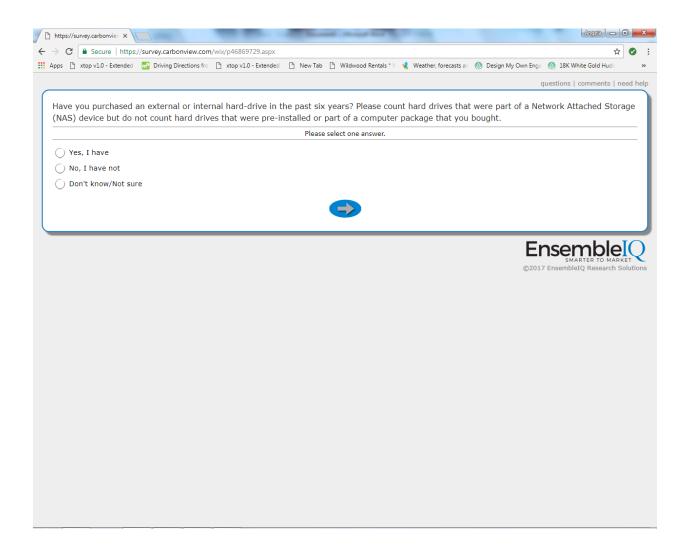


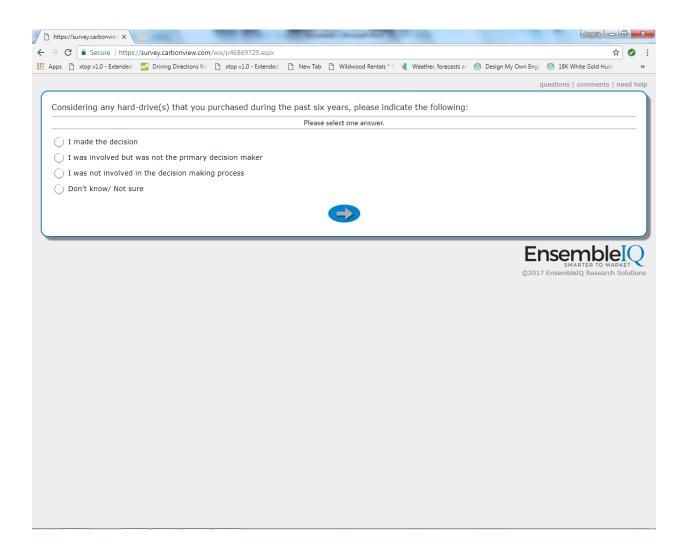


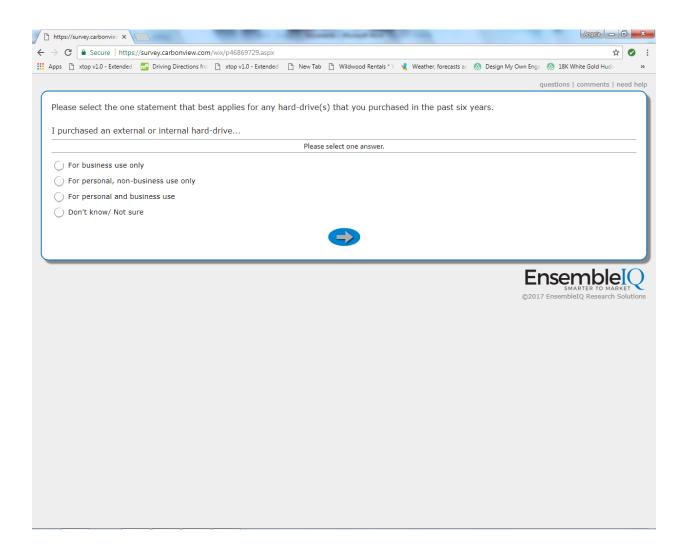


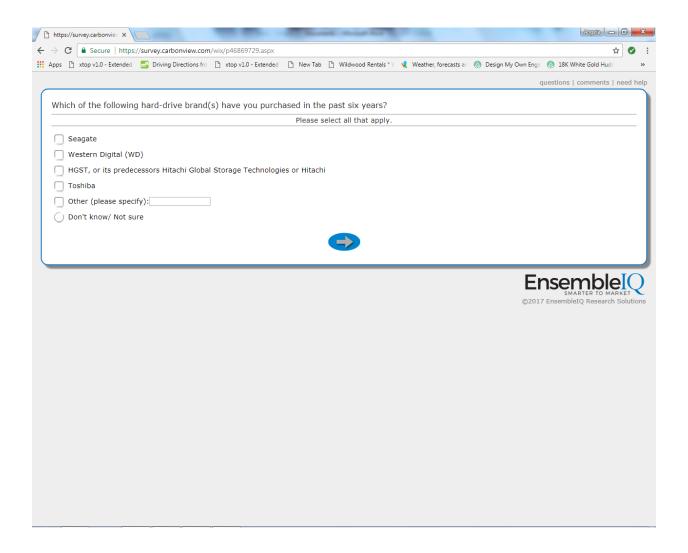


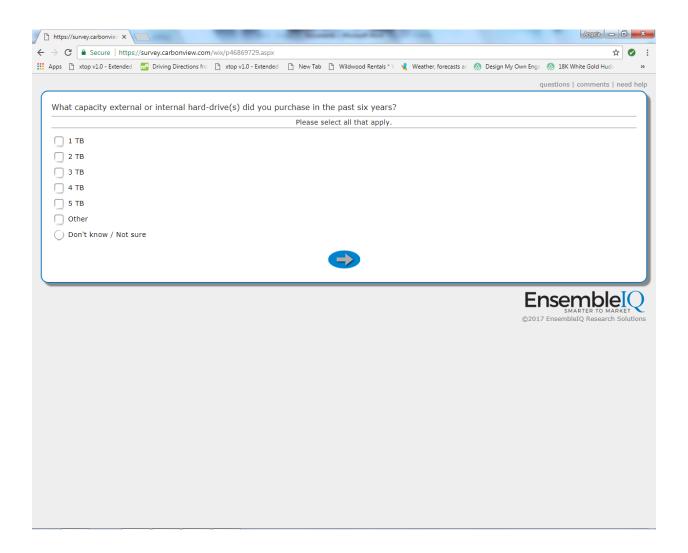


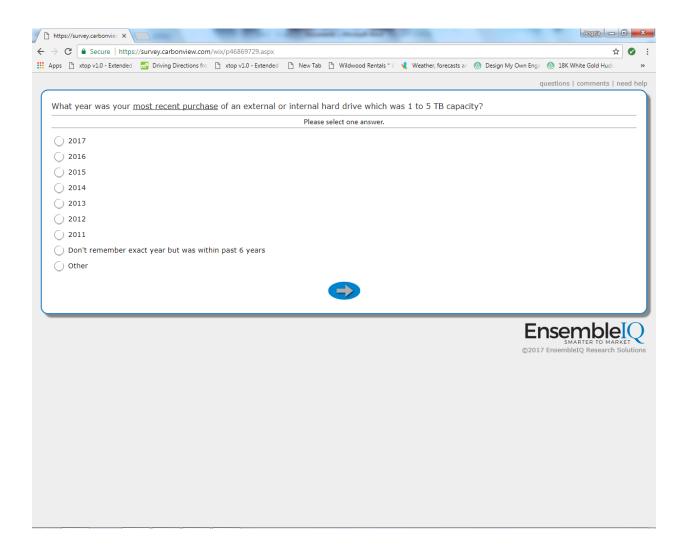


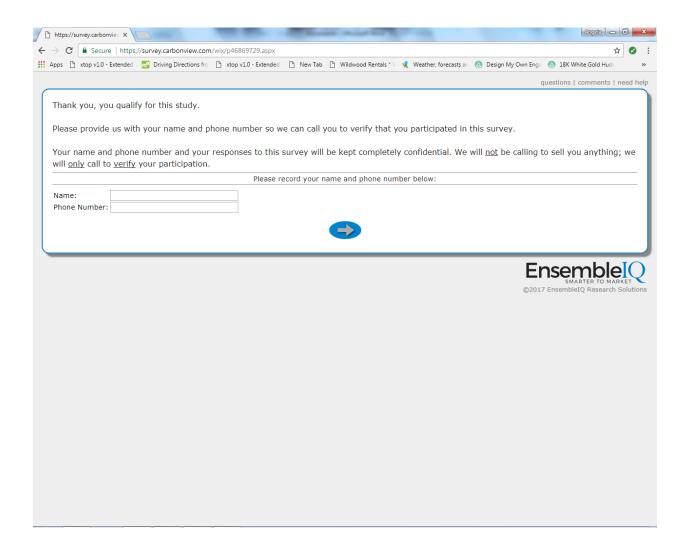


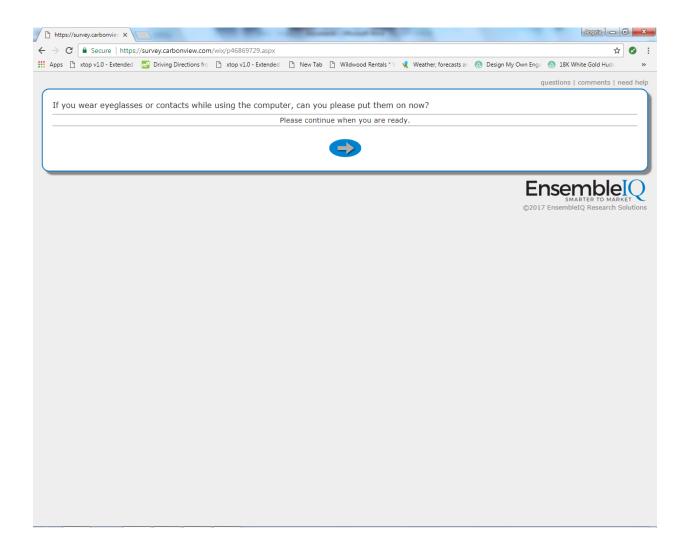


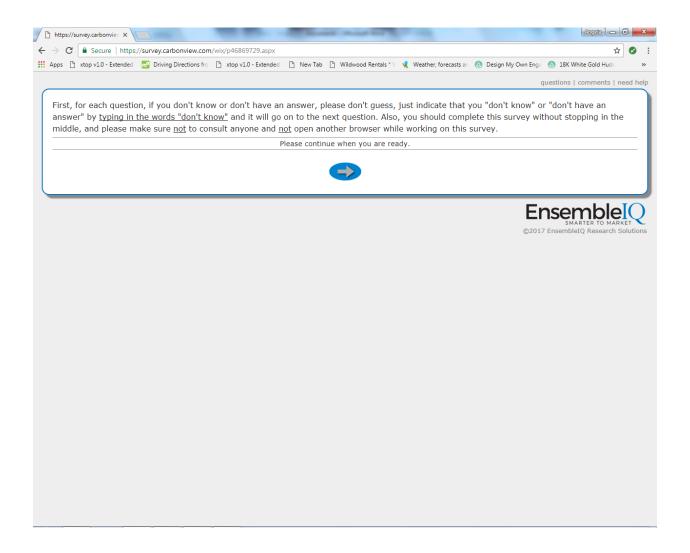


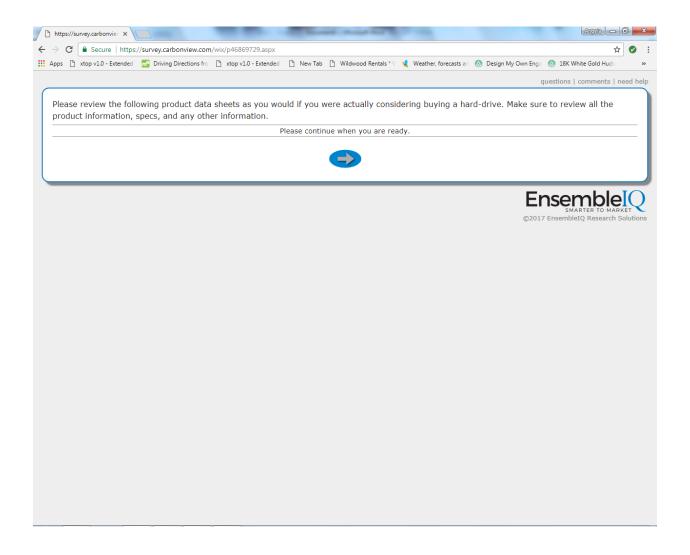


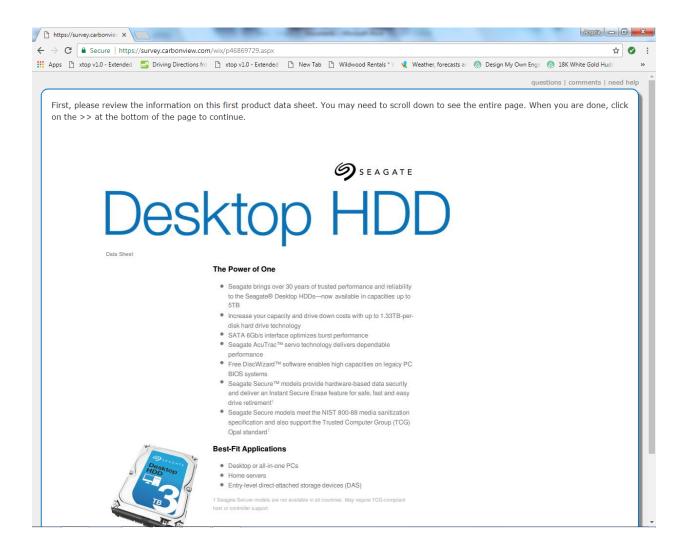


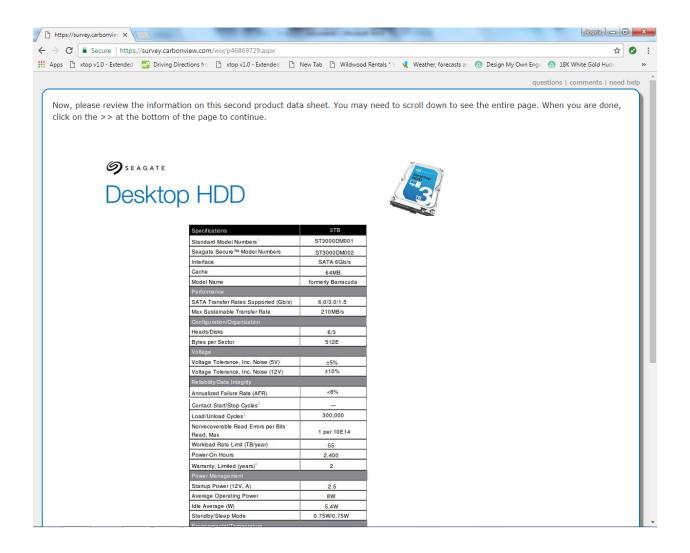


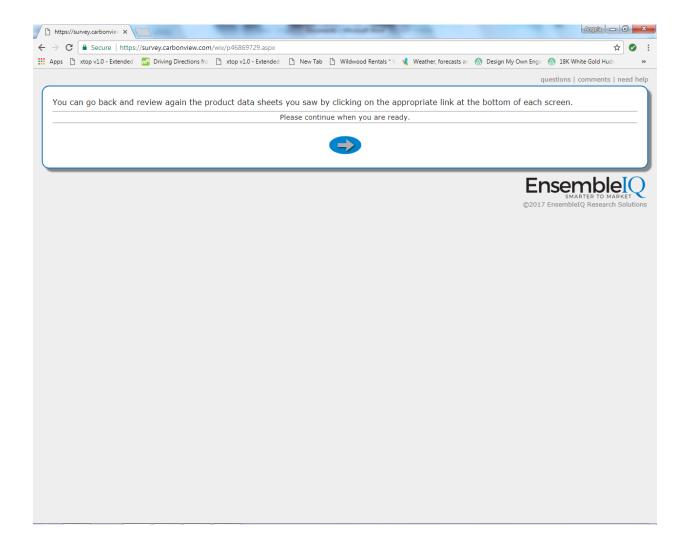


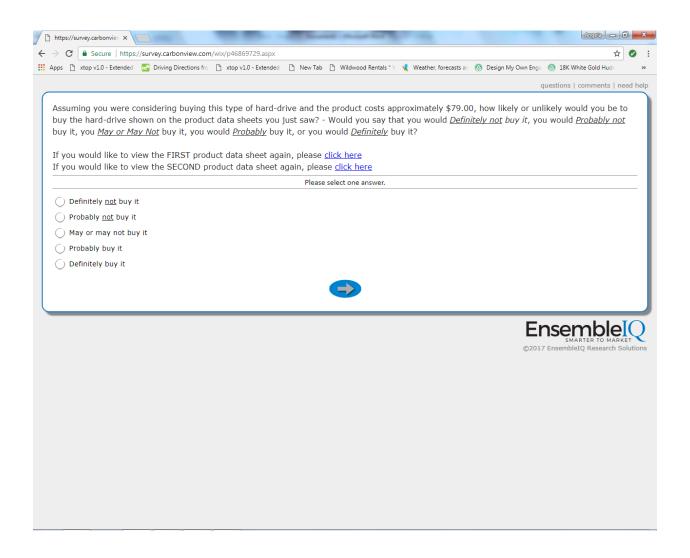


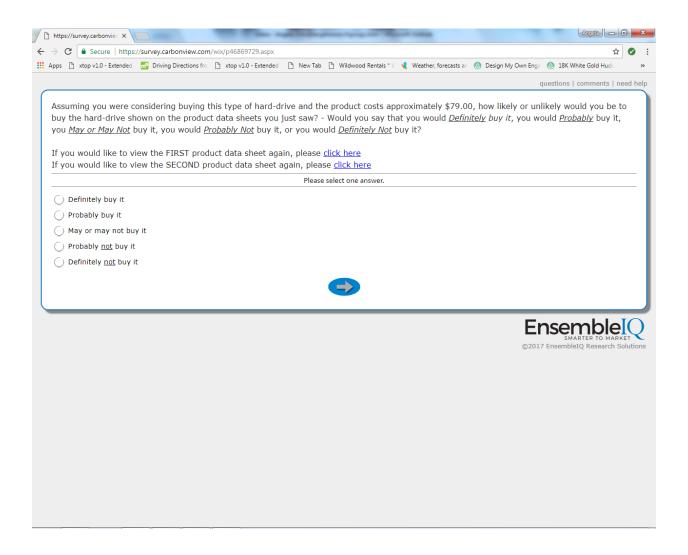


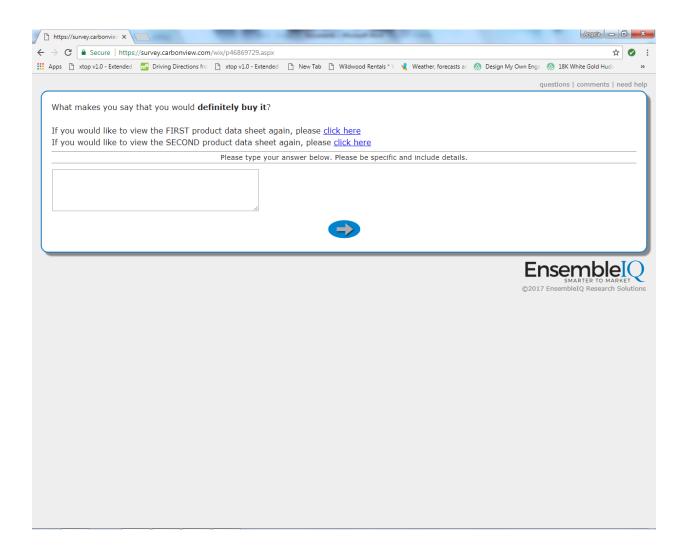


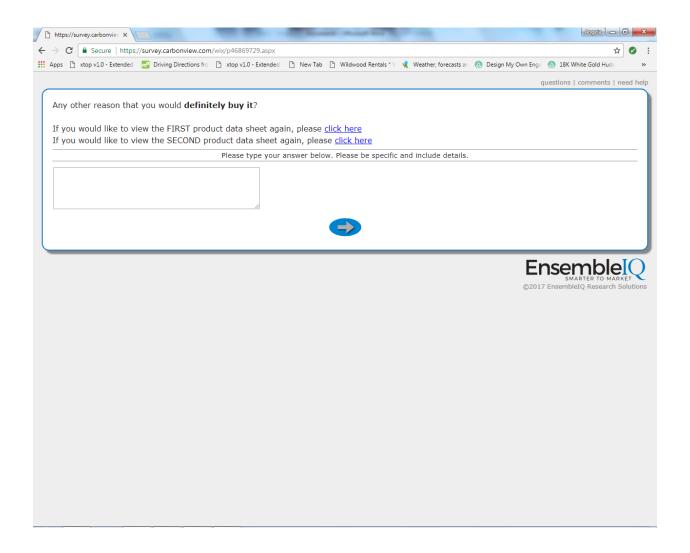


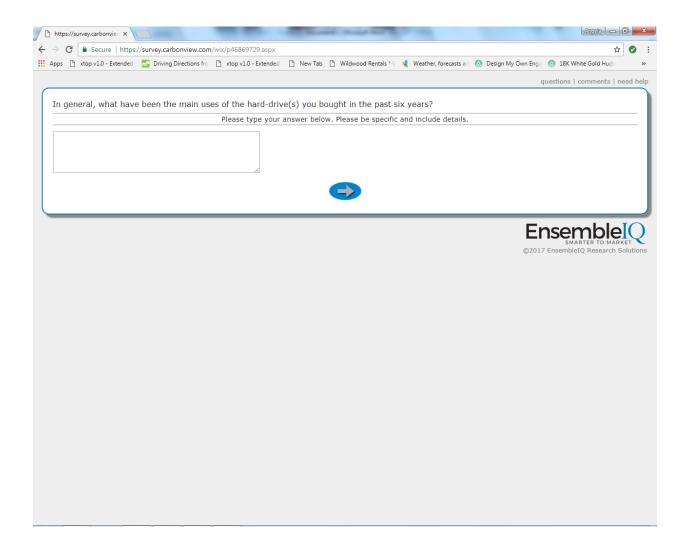


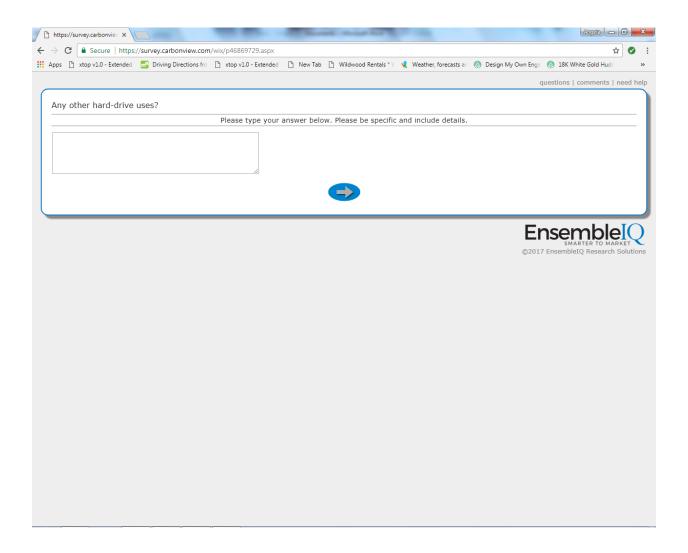


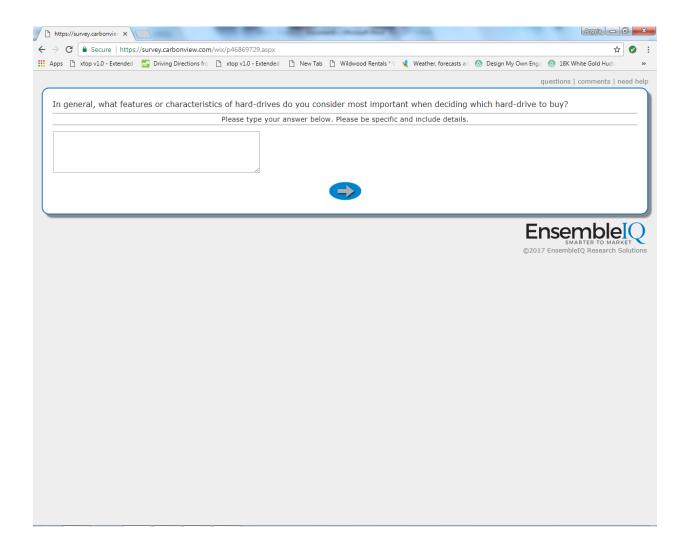


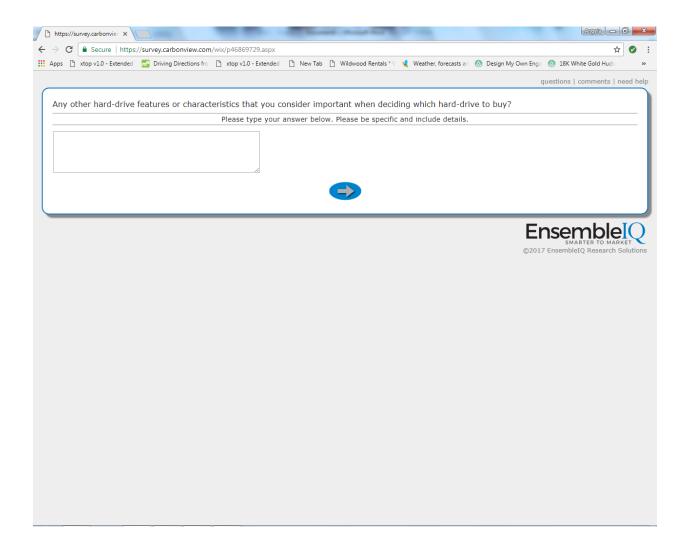


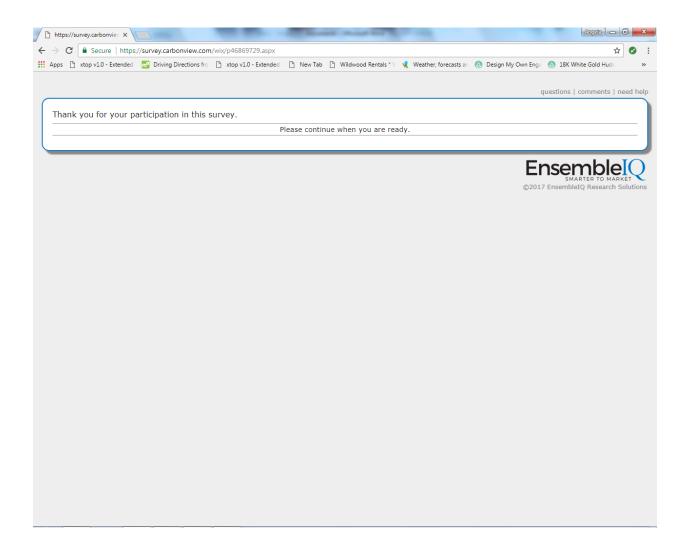












# **EXHIBIT F**

28 December 2017 Page 1

## TARGET RESEARCH GROUP INC. COMPUTER HARDWARE SURVEY (#103-17128)

Page	Table	Title
1	1	Q.15/Q.20 - GENDER/AGE
14	2	Q.25 - STATE
18	3	Q.50 - HAVE YOU PURCHASED AN EXTERNAL OR INTERNAL HARD-DRIVE IN THE PAST SIX YEARS? PLEASE COUNT HARD DRIVES THAT WERE PART OF A NETWORK ATTACHED STORAGE (NAS) DEVICE BUT DO NOT COUNT HARD DRIVES THAT WERE PRE-INSTALLED OR PART OF A COMPUTER PACKAGE THAT YOU BOUGHT.
19	4	Q.55 - CONSIDERING ANY HARD-DRIVE(S) THAT YOU PURCHASED DURING THE PAST SIX YEARS, PLEASE INDICATE THE FOLLOWING:
20	5	Q.60 - PLEASE SELECT THE ONE STATEMENT THAT BEST APPLIES FOR ANY HARD-DRIVE(S) THAT YOU PURCHASED IN THE PAST SIX YEARS.
21	6	Q.65 - WHICH OF THE FOLLOWING HARD-DRIVE BRAND(S) HAVE YOU PURCHASED IN THE PAST SIX YEARS?
22	7	Q.70 - WHAT CAPACITY EXTERNAL OR INTERNAL HARD-DRIVE(S) DID YOU PURCHASE IN THE PAST SIX YEARS?
23	8	Q.75 - WHAT YEAR WAS YOUR MOST RECENT PURCHASE OF AN EXTERNAL OR INTERNAL HARD DRIVE WHICH WAS 1 TO 5 TB CAPACITY?
24	9	Q.250A/Q.250B - ASSUMING YOU WERE CONSIDERING BUYING THIS TYPE OF HARD-DRIVE AND THE PRODUCT COSTS APPROXIMATELY \$79.00, HOW LIKELY OR UNLIKELY WOULD YOU BE TO BUY THE HARD-DRIVE SHOWN ON THE PRODUCT DATA SHEETS YOU JUST SAW?
25	10	Q.260/Q.265-1 - WHAT MAKES YOU SAY THAT YOU WOULD DEFINITELY/PROBABLY BUY IT? ANY OTHER REASON WHY YOU WOULD DEFINITELY/PROBABLY BUY IT?
32	11	Q.260/Q.265-2 - WHAT MAKES YOU SAY THAT YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT? ANY OTHER REASON WHY YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT?
37	12	Q.270/Q.275 - IN GENERAL, WHAT HAVE BEEN THE MAIN USES OF THE HARD-DRIVE(S) YOU BOUGHT IN THE PAST SIX YEARS? ANY OTHER HARD-DRIVE USES?
40	13	Q.280/Q.285 - IN GENERAL, WHAT FEATURES OR CHARACTERISTICS OF HARD-DRIVES DO YOU CONSIDER MOST IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY? ANY OTHER HARD-DRIVE FEATURES OR CHARACTERISTICS THAT YOU CONSIDER IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY?

SMRH:485085576.1 -2-

#### Q.15/Q.20 - GENDER/AGE

	CELL1	CELL2
	AFR <1%	AFR <8%
BASE: TOTAL RESPONDENTS	218	212
TOTAL		
18 - 35 YEARS (NET)	70 32.1	61 28.8
18	2 0.9	0
19	1	0
	0.5	0
20	0.9	2 0.9
21	3 1.4	2 0.9
22	0	4
	0	1.9
23	1 0.5	0
24	3 1.4	2 0.9
25	2	8
25	0.9	3.8
26	3 1.4	3 1.4
27	6	6
	2.8	2.8
28	4 1.8	5 2.4
29	3 1.4	3 1.4
30	8 3.7	7 3.3
31	3 1.4	3 1.4

SMRH:485085576.1 -3-

Page 1

SMRH:485085576.1 -4-

Q.15/Q.20 - GENDER/AGE

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
32	9 4.1	3 1.4
33	4 1.8	1 0.5
34	5 2.3	6 2.8
35	11 5.0	6 2.8
36 - 50 YEARS (NET)	75 34.4	67 31.6
36	6 2.8	7 3.3
37	5 2.3	9 4.2
38	7 3.2	5 2.4
39	8 3.7	4 1.9
40	3 1.4	2 0.9
41	6 2.8	2 0.9
42	8 3.7	5 2.4
43	3 1.4	3 1.4
44	5 2.3	4 1.9
45	5 2.3	3 1.4

SMRH:485085576.1 -5-

Page 2

Q.15/Q.20 - GENDER/AGE

BASE: TOTAL RESPONDENTS	AFR <1% 	CELL2 AFR <8% 
46	1	4 1.9
47	4 1.8	6 2.8
48	4 1.8	5 2.4
49	1 0.5	1 0.5
50	9 4.1	7 3.3
51 YEARS OR OLDER (NET)	73 33.5	84 39.6
51	2 0.9	6 2.8
52	3 1.4	4 1.9
53	5 2.3	6 2.8
54	4 1.8	4 1.9
55	2 0.9	1 0.5
56	7 3.2	4 1.9
57	2 0.9	3 1.4
58	4 1.8	5 2.4
59	2 0.9	5 2.4

SMRH:485085576.1 -6-

Page 3

Q.15/Q.20 - GENDER/AGE

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
60	7	3
60	3.2	1.4
61	5 2.3	3 1.4
62	3 1.4	5 2.4
63	5 2.3	0.9
64	0	3 1.4
65	3 1.4	4 1.9
66	0.9	2 0.9
67	1 0.5	0.9
68	3 1.4	3 1.4
69	3 1.4	3 1.4
70	0.9	0.9
71	0	3 1.4
72	0	3 1.4
73	0	0.9
74	1 0.5	2 0.9

SMRH:485085576.1 -7-

Page 4

Q.15/Q.20 - GENDER/AGE

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
75	2 0.9	1 0.5
76	2 0.9	1 0.5
77	1 0.5	1 0.5
79	1 0.5	0
80	1 0.5	0
85	0	1 0.5
MEAN AGE: TOTAL STD. DEV. STD. ERR.	44.58 14.32 0.970	46.07 15.12 1.038
MALES	108 49.5	105 49.5
18 - 35 YEARS (NET)	28 12.8	18 8.5
19	1 0.5	0
20	0	1 0.5
21	1 0.5	0
22	0	3 1.4
23	1 0.5	0
24	1 0.5	0

SMRH:485085576.1 -8-

Page 5

SMRH:485085576.1 -9-

Q.15/Q.20 - GENDER/AGE

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
25	0	2 0.9
26	2 0.9	1 0.5
27	4 1.8	2 0.9
28	1 0.5	1 0.5
29	1 0.5	1 0.5
30	2 0.9	2 0.9
31	3 1.4	0
32	2 0.9	0
33	3 1.4	0
34	2 0.9	3 1.4
35	4 1.8	2 0.9
36 - 50 YEARS (NET)	30 13.8	36 17.0
36	3 1.4	4 1.9
37	2 0.9	3 1.4
38	1 0.5	4 1.9

SMRH:485085576.1 -10-

Page 6

Q.15/Q.20 - GENDER/AGE

BASE: TOTAL RESPONDENTS	AFR <1% 	CELL2 AFR <8% 
39	5 2.3	2
40	1 0.5	1 0.5
41	2	1 0.5
42	3 1.4	2 0.9
43	1 0.5	3 1.4
44	2 0.9	1 0.5
45	1 0.5	2 0.9
46	1 0.5	2 0.9
47	2 0.9	3 1.4
48	2 0.9	4 1.9
50	4 1.8	4 1.9
51 YEARS OR OLDER (NET)	50 22.9	51 24.1
51	1 0.5	3 1.4
52	2 0.9	2 0.9
53	2	2 0.9

SMRH:485085576.1 -11-

Page 7

Q.15/Q.20 - GENDER/AGE

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
54	3 1.4	3 1.4
55	1 0.5	1 0.5
56	3 1.4	2 0.9
57	1 0.5	0
58	4 1.8	2 0.9
59	2 0.9	3 1.4
60	4 1.8	3 1.4
61	3 1.4	2
62	2 0.9	3 1.4
63	4 1.8	1 0.5
64	0	2
65	3 1.4	3 1.4
66	1 0.5	2
67	1 0.5	2
68	3 1.4	2

SMRH:485085576.1 -12-

Page 8

Q.15/Q.20 - GENDER/AGE

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
69	3 1.4	0
70	0	0.9
71	0	3 1.4
72	0	0.9
73	0	0.9
74	1 0.5	1 0.5
75	2 0.9	0
76	2 0.9	1 0.5
77	1 0.5	1 0.5
79	1 0.5	0
85	0	1 0.5
MEAN AGE: MALE STD. DEV. STD. ERR.	48.39 15.18 1.461	50.09 15.08 1.472
FEMALES	110 50.5	107 50.5
18 - 35 YEARS (NET)	42 19.3	43 20.3
18	2	0

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Q.15/Q.20 - GENDER/AGE

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
20	2 0.9	1
21	2 0.9	2 0.9
22	0	1 0.5
24	2	2 0.9
25	2 0.9	6 2.8
26	1 0.5	2 0.9
27	2	4 1.9
28	3 1.4	4 1.9
29	2	2
30	6 2.8	5 2.4
31	0	3 1.4
32	7 3.2	3 1.4
33	1 0.5	1 0.5
34	3 1.4	3 1.4
35	7 3.2	4 1.9

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#### Q.15/Q.20 - GENDER/AGE

	CELL1	CELL2
	AFR <1%	AFR <8%
BASE: TOTAL RESPONDENTS	218	212
36 - 50 YEARS (NET)	45	31
	20.6	14.6
36	3 1.4	3 1.4
37	3 1.4	6 2.8
38	6 2.8	1 0.5
39	3 1.4	2 0.9
40	2 0.9	1 0.5
41	4 1.8	1 0.5
42	5 2.3	3 1.4
43	2	0
44	3 1.4	3 1.4
45	4 1.8	1 0.5
46	0 0	2 0.9
47	2 0.9	3 1.4
48	2 0.9	1 0.5
49	1 0.5	1 0.5

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Q.15/Q.20 - GENDER/AGE

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
50	5 2.3	3 1.4
51 YEARS OR OLDER (NET)	23 10.6	33 15.6
51	1 0.5	3 1.4
52	1 0.5	2 0.9
53	3 1.4	4 1.9
54	0.5	1 0.5
55	1 0.5	0
56	4 1.8	2 0.9
57	1 0.5	3 1.4
58	0	3 1.4
59	0	2 0.9
60	3 1.4	0 0
61	0.9	1 0.5
62	1 0.5	2 0.9
63	1 0.5	1 0.5

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Q.15/Q.20 - GENDER/AGE

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
64	0	1 0.5
65	0	1 0.5
66	1 0.5	0
68	0	1 0.5
69	0	3 1.4
70	2 0.9	0
72	0	1 0.5
74	0	1 0.5
75	0	1 0.5
80	1 0.5	0
MEAN AGE: FEMALE STD. DEV. STD. ERR.	40.84 12.39 1.182	42.12 14.15 1.367

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Q.25 - STATE

BASE: TOTAL RESPONDENTS	AFR <1% 	CELL2 AFR <8% 
NORTHEAST (NET)	42 19.3	50 23.6
CONNECTICUT	3 1.4	1 0.5
MAINE	1 0.5	3 1.4
MASSACHUSETTS	1 0.5	6 2.8
NEW HAMPSHIRE	2	3 1.4
RHODE ISLAND	1 0.5	0
NEW JERSEY	3 1.4	6 2.8
NEW YORK	19 8.7	20 9.4
PENNSYLVANIA	12 5.5	11 5.2
MIDWEST (NET)	56 25.7	36 17.0
ILLINOIS	12 5.5	4 1.9
INDIANA	6 2.8	2 0.9
MICHIGAN	9 4.1	9 4.2
OHIO	11 5.0	4 1.9
WISCONSIN	3 1.4	4 1.9

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Q.25 - STATE

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
IOWA	2 0.9	1 0.5
KANSAS	1 0.5	0.5
MINNESOTA	4 1.8	7 3.3
MISSOURI	7 3.2	3 1.4
NEBRASKA	1 0.5	0
SOUTH DAKOTA	0	1 0.5
SOUTH (NET)	84 38.5	85 40.1
DELAWARE	1 0.5	4 1.9
FLORIDA	19 8.7	20 9.4
GEORGIA	7 3.2	3 1.4
MARYLAND	5 2.3	4 1.9
NORTH CAROLINA	11 5.0	7 3.3
SOUTH CAROLINA	3 1.4	0.9
VIRGINIA	4 1.8	6 2.8
WEST VIRGINIA	0	5 2.4

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Q.25 - STATE

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
ALABAMA	4 1.8	5 2.4
KENTUCKY	4 1.8	2 0.9
MISSISSIPPI	1 0.5	0
TENNESSEE	1 0.5	4 1.9
ARKANSAS	3 1.4	2 0.9
LOUISIANA	5 2.3	1 0.5
OKLAHOMA	2 0.9	5 2.4
TEXAS	14 6.4	15 7.1
WEST (NET)	36 16.5	41 19.3
ARIZONA	4 1.8	7 3.3
COLORADO	3 1.4	0
NEVADA	4 1.8	0.5
UTAH	1 0.5	4 1.9
CALIFORNIA	20 9.2	19 9.0
HAWAII	0 0	1 0.5

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TARGET RESEARCH GROUP INC.
COMPUTER HARDWARE SURVEY (#103-17128)

Q.25 - STATE

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
OREGON	0	4 1.9
WASHINGTON	4 1.8	5 2.4

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Table 3

Page 18

Q.50 - HAVE YOU PURCHASED AN EXTERNAL OR INTERNAL HARD-DRIVE IN THE PAST SIX YEARS? PLEASE COUNT HARD DRIVES THAT WERE PART OF A NETWORK ATTACHED STORAGE (NAS) DEVICE BUT DO NOT COUNT HARD DRIVES THAT WERE PRE-INSTALLED OR PART OF A COMPUTER PACKAGE THAT YOU BOUGHT.

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
YES, I HAVE	218	212
	100.0	100.0
NO, I HAVE NOT	0	0
,	0	0
DON'T KNOW/NOT SURE	0	0
DOW I MYOW/NOI DOKE	0	0

SMRH:485085576.1 -23-

Q.55 - CONSIDERING ANY HARD-DRIVE(S) THAT YOU PURCHASED DURING THE PAST SIX YEARS, PLEASE INDICATE THE FOLLOWING:

		CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
MADE/INVOLVED IN DECISION (NET)		212 100.0
I MADE THE DECISION		196 92.5
I WAS INVOLVED BUT WAS NOT THE PRIMARY DECISION MAKER	15 6.9	16 7.5
I WAS NOT INVOLVED IN THE DECISION MAKING PROCESS	0	0
DON'T KNOW/NOT SURE	0	0

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Page 19

 $\tt Q.60$  - PLEASE SELECT THE ONE STATEMENT THAT BEST APPLIES FOR ANY HARD-DRIVE(S) THAT YOU PURCHASED IN THE PAST SIX YEARS.

	AFR	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
FOR BUSINESS USE ONLY	0 0	0
FOR PERSONAL USE (NET)		212 100.0
FOR PERSONAL, NON-BUSINESS USE ONLY		142 67.0
FOR PERSONAL AND BUSINESS USE		70 33.0
DON'T KNOW/ NOT SURE	0	0

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Q.65 - WHICH OF THE FOLLOWING HARD-DRIVE BRAND(S) HAVE YOU PURCHASED IN THE PAST SIX YEARS?

	AFR	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
SEAGATE/WESTERN DIGITAL/TOSHIBA (NET)	218 100.0	212 100.0
SEAGATE		92 43.4
WESTERN DIGITAL (WD)		95 44.8
TOSHIBA		90 42.5
HGST, OR ITS PREDECESSORS HITACHI GLOBAL STORAGE TECHNOLOGIES OR HITACHI	13 6.0	8 3.8
OTHER	5 2.3	3 1.4
DON'T KNOW/NOT SURE	0	0

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### Q.70 - WHAT CAPACITY EXTERNAL OR INTERNAL HARD-DRIVE(S) DID YOU PURCHASE IN THE PAST SIX YEARS?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
1/2/3/4/5 TB (NET)	218 100.0	
1 TB	97 44.5	90 42.5
2 TB	75 34.4	72 34.0
3 TB	42 19.3	
4 TB	49 22.5	
5 TB	26 11.9	28 13.2
OTHER	8 3.7	5 2.4
DON'T KNOW/NOT SURE	0	0

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Q.75 - WHAT YEAR WAS YOUR MOST RECENT PURCHASE OF AN EXTERNAL OR INTERNAL HARD DRIVE WHICH WAS 1 TO 5 TB CAPACITY?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
WITHIN PAST 6 YEARS (NET)		212 100.0
2017	72 33.0	68 32.1
2016	67 30.7	
2015	42 19.3	
2014	18 8.3	13 6.1
2013	4 1.8	13 6.1
2012	5 2.3	8 3.8
2011	2 0.9	2 0.9
DON'T REMEMBER EXACT YEAR BUT WAS WITHIN PAST 6 YEARS	8 3.7	11 5.2
OTHER	0	0

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Table 9

Page 24

Q.250A/Q.250B - ASSUMING YOU WERE CONSIDERING BUYING THIS TYPE OF HARD-DRIVE AND THE PRODUCT COSTS APPROXIMATELY \$79.00, HOW LIKELY OR UNLIKELY WOULD YOU BE TO BUY THE HARD-DRIVE SHOWN ON THE PRODUCT DATA SHEETS YOU JUST SAW?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
DEFINITELY BUY IT	50	51
	22.9	24.1
PROBABLY BUY IT	101	83
	46.3	39.2
MAY OR MAY NOT BUY IT	50	61
	22.9	28.8
PROBABLY NOT BUY IT	12	8
	5.5	3.8
DEFINITELY NOT BUY IT	5	9
	2.3	4.2

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Q.260/Q.265-1 - WHAT MAKES YOU SAY THAT YOU WOULD DEFINITELY/PROBABLY BUY IT?

ANY OTHER REASON WHY YOU WOULD DEFINITELY/PROBABLY BUY IT?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
HAVE POSITIVE PURCHASE INTEREST	151 69.3	134 63.2
POSITIVE (GRAND NET)	145 66.5	
EASE/CONVENIENCE (NET)	5 2.3	
EASY/SIMPLE/EASY TO USE	2 0.9	
OTHER MISCELLANEOUS EASE/CONVENIENCE MENTIONS	3 1.4	
BRAND RELATED (NET)	38 17.4	37 17.5
GOOD BRAND/MADE BY SEAGATE/SEAGATE IS A GOOD BRAND (UNSPEC)		15 7.1
USE/HAVE USED THEIR PRODUCTS BEFORE (AND LIKED THEM)	3 1.4	4 1.9
RELIABLE/DEPENDABLE/REPUTABLE BRAND/ TRUST SEAGATE	15 6.9	
FAMILIAR/WELL KNOWN/NAME BRAND	4 1.8	3 1.4
LONG HISTORY/30 YEARS OF HISTORY	3 1.4	4 1.9
OTHER BRAND RELATED MENTIONS	2 0.9	
SPEED RELATED (NET)	10 4.6	
FAST/SPEED/HIGH SPEED	7 3.2	8
FAST/FASTER TRANSFER SPEEDS	2 0.9	0.9

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Q.260/Q.265-1 - WHAT MAKES YOU SAY THAT YOU WOULD DEFINITELY/PROBABLY BUY IT?

ANY OTHER REASON WHY YOU WOULD DEFINITELY/PROBABLY BUY IT?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
OTHER SPEED RELATED MENTIONS	2 0.9	2 0.9
CAPACITY (NET)	48 22.0	
GOOD MEMORY/STORAGE CAPACITY (UNSPEC)		18 8.5
LARGE STORAGE CAPACITY/HAS A LOT OF SPACE/CAN SAVE/BACKUP A LOT OF FILES	17 7.8	
3TB SIZE/STORAGE CAPACITY	5 2.3	4 1.9
5TB SIZE/STORAGE CAPACITY	3 1.4	5 2.4
OTHER CAPACITY MENTIONS	3 1.4	1 0.5
APPEARANCE (NET)	0.9	1 0.5
THE APPEARANCE/STYLE/DESIGN/LOOKS ATTRACTIVE (UNSPEC)	0.9	0
OTHER APPEARANCE MENTIONS	0	1 0.5
RUGGED/DURABLE/RELIABLE (NET)	11 5.0	
FAILURE RATE (SUBNET)	1 0.5	0
<1% FAILURE RATE	1 0.5	0
MISCELLANEOUS RUGGED/DURABLE/RELIABLE		
RELIABLE/DEPENDABLE	6 2.8	2 0.9

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Q.260/Q.265-1 - WHAT MAKES YOU SAY THAT YOU WOULD DEFINITELY/PROBABLY BUY IT?

ANY OTHER REASON WHY YOU WOULD DEFINITELY/PROBABLY BUY IT?

BASE: TOTAL RESPONDENTS	AFR <1% 	
DURABLE	3 1.4	0
LONG LASTING	1 0.5	1 0.5
ABLE TO WITHSTAND EXTREME TEMPERATURES	1 0.5	
GENERAL FUNCTIONALITY (NET)	27 12.4	37 17.5
GOOD PERFORMANCE/WOULD WORK/DO THE JOB		9 4.2
LIKE THE SPECS/FEATURES (UNSPEC)	16 7.3	24 11.3
OTHER GENERAL FUNCTIONALITY MENTIONS	9 4.1	8
GENERAL QUALITY (NET)	9 4.1	14 6.6
GOOD/HIGH QUALITY	6 2.8	13 6.1
OTHER GENERAL QUALITY MENTIONS	3 1.4	2 0.9
USEFUL/NEEDED PRODUCT (NET)	36 16.5	37 17.5
USEFUL/HELPFUL (UNSPEC)	8 3.7	2 0.9
SOMETHING I NEED/THE KIND OF PRODUCT I'VE BEEN LOOKING FOR	9 4.1	13 6.1
MEETS MY NEEDS/GIVES ME EVERYTHING I NEED	19 8.7	21 9.9
OTHER USEFUL/NEEDED PRODUCT MENTIONS	0	1 0.5

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Q.260/Q.265-1 - WHAT MAKES YOU SAY THAT YOU WOULD DEFINITELY/PROBABLY BUY IT?

ANY OTHER REASON WHY YOU WOULD DEFINITELY/PROBABLY BUY IT?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
USAGE (NET)	5 2.3	4 1.9
GOOD FOR STORING PHOTOS	1 0.5	2 0.9
GOOD FOR A BACKUP/TO STORE/BACKUP DATA/FILES	0.9	1 0.5
OTHER USAGE MENTIONS	0.9	2 0.9
COST/ECONOMY (NET)	69 31.7	
GOOD/REASONABLE PRICE/COST/IT'S AFFORDABLE	42 19.3	35 16.5
GOOD PRICE FOR SIZE/FOR STORAGE CAPACITY	17 7.8	6 2.8
GOOD VALUE/DEAL	11 5.0	8
OTHER COST/ECONOMY MENTIONS	3 1.4	9 4.2
MISCELLANEOUS POSITIVE		
LOOKS/SOUNDS GOOD/INTERESTING/A GOOD PRODUCT/HARD DRIVE/I'D LIKE IT (UNSPEC)	9 4.1	6 2.8
LIKE THE SIZE/GOOD SIZE (UNSPEC)	3 1.4	0
COMPATIBLE WITH MY COMPUTER/PRESENT OS		0.9
NEW/DIFFERENT/UNIQUE	3 1.4	0
MODERN/TECHNOLOGICALLY ADVANCED/ INNOVATIVE/CUTTING EDGE PRODUCT	3 1.4	5 2.4

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Q.260/Q.265-1 - WHAT MAKES YOU SAY THAT YOU WOULD DEFINITELY/PROBABLY BUY IT?

ANY OTHER REASON WHY YOU WOULD DEFINITELY/PROBABLY BUY IT?

BASE: TOTAL RESPONDENTS	AFR <1%	<8%
WARRANTY/GOOD WARRANTY/WARRANTIES/1 YEAR/2 YEAR/EXTENDED WARRANTY	4 1.8	
SAFE/SECURE	9 4.1	1 0.5
STRONG/POWERFUL	4 1.8	1 0.5
LIKE DESCRIPTION/INFORMATION GIVEN (ALL MENTIONS)	1 0.5	
OTHER MISCELLANEOUS POSITIVE MENTIONS	11 5.0	
NEGATIVE (GRAND NET)	6 2.8	4 1.9
CAPACITY (NET)	0.9	-
SMALL STORAGE CAPACITY/WANT A LARGER CAPACITY DRIVE (UNSPEC)	1 0.5	0
LARGE STORAGE CAPACITY/MORE STORAGE THAN I WANT/NEED	1 0.5	0
LACK OF RELIABILITY (NET)	0	1 0.5
FAILURE RATE (SUBNET)	0	1 0.5
DISLIKE <8% FAILURE RATE	0	1 0.5
LACK OF NEED (NET)	2 0.9	2
PREFER/USE OTHERS (SUBNET)	1 0.5	1 0.5

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Q.260/Q.265-1 - WHAT MAKES YOU SAY THAT YOU WOULD DEFINITELY/PROBABLY BUY IT?

ANY OTHER REASON WHY YOU WOULD DEFINITELY/PROBABLY BUY IT?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS		212
ALREADY HAVE ONE/SATISFIED WITH WHAT I CURRENTLY HAVE/USE (UNSPEC)	0	1
OTHER PREFER/USE OTHERS MENTIONS	1 0.5	0
MISCELLANEOUS LACK OF NEED		
DON'T NEED IT/NOT USEFUL FOR ME (UNSPEC)	1 0.5	1 0.5
MISCELLANEOUS NEGATIVE		
ALL NEGATIVE PRICE MENTIONS: TOO EXPENSIVE, COSTS MORE THAN OTHERS, CAN'T AFFORD IT	1 0.5	0.9
OTHER MISCELLANEOUS NEGATIVE MENTIONS	1 0.5	0
NEUTRAL (GRAND NET)	18 8.3	
COST CONCERNS (NET)	7 3.2	8
DEPENDS ON PRICE/NEED TO KNOW THE PRICE (UNSPEC)	5 2.3	4 1.9
DEPENDS ON PRICE COMPARISON TO OTHERS	2 0.9	2 0.9
OTHER COST CONCERNS MENTIONS	0	2 0.9
NEED MORE INFORMATION (NET)	4 1.8	5 2.4
NEED TO DO RESEARCH/READ REVIEWS/GET MORE INFORMATION	1 0.5	3 1.4
NEED TO COMPARE WITH OTHERS/SEE WHAT ELSE IS AVAILABLE	3 1.4	1 0.5

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Q.260/Q.265-1 - WHAT MAKES YOU SAY THAT YOU WOULD DEFINITELY/PROBABLY BUY IT?

ANY OTHER REASON WHY YOU WOULD DEFINITELY/PROBABLY BUY IT?

	AFR	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
NOT FAMILIAR WITH THE BRAND/NEED TO KNOW MORE ABOUT THE BRAND/MANUFACTURER		2 0.9
SPEED RELATED (NET)	1 0.5	
OTHER SPEED RELATED MENTIONS	1 0.5	0
MISCELLANEOUS NEUTRAL		
DEPENDS ON NEED: IF I NEEDED (ANOTHER) HARD DRIVE, IF I NEEDED THAT MUCH STORAGE SPACE		
HAVEN'T DECIDED/NOT SURE ABOUT IT YET	0	_
OTHER MISCELLANEOUS NEUTRAL MENTIONS	0	-
HAVE NEUTRAL/NEGATIVE PURCHASE INTEREST	67 30.7	78 36.8

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Q.260/Q.265-2 - WHAT MAKES YOU SAY THAT YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT?

ANY OTHER REASON WHY YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT?

	CELL1	CELL2
	AFR <1%	AFR <8%
BASE: TOTAL RESPONDENTS	218	212
NEUTRAL/NEGATIVE PURCHASE INTEREST	67 30.7	
POSITIVE (GRAND NET)	15 6.9	
BRAND RELATED (NET)	4 1.8	0.9
GOOD BRAND/MADE BY SEAGATE/SEAGATE IS A GOOD BRAND (UNSPEC)	2 0.9	1 0.5
RELIABLE/DEPENDABLE/REPUTABLE BRAND/ TRUST SEAGATE	1 0.5	1 0.5
OTHER BRAND RELATED MENTIONS	1 0.5	0
SPEED RELATED (NET)	0	1 0.5
FAST/SPEED/HIGH SPEED	0	1 0.5
CAPACITY (NET)	0	4 1.9
GOOD MEMORY/STORAGE CAPACITY (UNSPEC)	0	3 1.4
LARGE STORAGE CAPACITY/HAS A LOT OF SPACE/CAN SAVE/BACKUP A LOT OF FILES	0	1 0.5
APPEARANCE (NET)	2 0.9	0
THE APPEARANCE/STYLE/DESIGN/LOOKS ATTRACTIVE (UNSPEC)	0.9	0
GENERAL QUALITY (NET)	0	1 0.5
GOOD/HIGH QUALITY	0	1 0.5

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Q.260/Q.265-2 - WHAT MAKES YOU SAY THAT YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT?

ANY OTHER REASON WHY YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT?

BASE: TOTAL RESPONDENTS	AFR <1% 	CELL2 AFR <8% 
USEFUL/NEEDED PRODUCT (NET)	1	0
MEETS MY NEEDS/GIVES ME EVERYTHING I NEED	1 0.5	0
USAGE (NET)	2 0.9	1 0.5
GOOD FOR A BACKUP/TO STORE/BACKUP DATA/FILES	1 0.5	0
OTHER USAGE MENTIONS	1 0.5	1 0.5
COST/ECONOMY (NET)	8 3.7	5 2.4
GOOD/REASONABLE PRICE/COST/IT'S AFFORDABLE	5 2.3	5 2.4
GOOD PRICE FOR SIZE/FOR STORAGE CAPACITY	0.9	0
GOOD VALUE/DEAL	1 0.5	0
OTHER COST/ECONOMY MENTIONS	1 0.5	0
MISCELLANEOUS POSITIVE		
LOOKS/SOUNDS GOOD/INTERESTING/A GOOD PRODUCT/HARD DRIVE/I'D LIKE IT (UNSPEC)	1 0.5	3 1.4
WARRANTY/GOOD WARRANTY/WARRANTIES/1 YEAR/2 YEAR/EXTENDED WARRANTY	0	0.9
SAFE/SECURE	1 0.5	0
LIKE DESCRIPTION/INFORMATION GIVEN (ALL MENTIONS)	0	2 0.9

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Q.260/Q.265-2 - WHAT MAKES YOU SAY THAT YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT?

ANY OTHER REASON WHY YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT?

CELL1   CELL2   AFR			
NEGATIVE (GRAND NET)   37   35   17.0   16.5   17.0   16.5   17.0   16.5   18   4.2   1.8   4.2   1.8   4.2   17.0   18   4.2   1.8   4.2   17.0   18   4.2   17.0   18   4.2   17.0   18   4.2   17.0   1.8   4.2   17.0   1.8   4.2   17.0   1.8   4.2   17.0   1.8   4.2   17.0   1.8   4.2   17.0   1.8   4.2   17.0   1.8   4.2   1.8   1.8   4.2   1.8   1		AFR <1%	AFR <8%
17.0   16.5	BASE: TOTAL RESPONDENTS	218	212
1.8   4.2	NEGATIVE (GRAND NET)		
CAPACITY DRIVE (UNSPEC)   0.9   0.9   0.9   1.9   1.0   1.	CAPACITY (NET)		
THAN I WANT/NEED 0 3.3  OTHER CAPACITY MENTIONS 2 0 0.9 0  LACK OF RELIABILITY (NET) 1 1 1 0.5 0.5  FAILURE RATE (SUBNET) 0 1 0 0.5  DISLIKE <8% FAILURE RATE 0 1 0 0.5  MISCELLANEOUS LACK OF RELIABILITY  OTHER MISCELLANEOUS LACK OF 1 0 RELIABILITY MENTIONS 0.5 0  LACK OF NEED (NET) 22 21 10.1 9.9  PREFER/USE OTHERS (SUBNET) 14 9 6.4 4.2  ALREADY HAVE ONE/SATISFIED WITH WHAT 3 5 1 CURRENTLY HAVE/USE (UNSPEC) 1.4 2.4  PREFER/USE WESTERN DIGITAL 6 2 2.8 0.9  PREFER SSD DRIVES 4 1			
LACK OF RELIABILITY (NET)			
### FAILURE RATE (SUBNET) 0 1 ### O 0.5  ### DISLIKE <8% FAILURE RATE 0 1 ### O 0.5  ### MISCELLANEOUS LACK OF RELIABILITY  ### OTHER MISCELLANEOUS LACK OF 1 0 ### RELIABILITY MENTIONS 0.5 0  ### LACK OF NEED (NET) 22 21 ### 10.1 9.9  ### PREFER/USE OTHERS (SUBNET) 14 9 ### 6.4 4.2  ### ALREADY HAVE ONE/SATISFIED WITH WHAT 3 5 ### I CURRENTLY HAVE/USE (UNSPEC) 1.4 2.4  ### PREFER/USE WESTERN DIGITAL 6 2 ### 2.8 0.9 ### PREFER SSD DRIVES 4 1	OTHER CAPACITY MENTIONS		
DISLIKE <8% FAILURE RATE  0 1 0 0.5  MISCELLANEOUS LACK OF RELIABILITY  OTHER MISCELLANEOUS LACK OF 1 0 RELIABILITY MENTIONS 0.5 0  LACK OF NEED (NET) 22 21 10.1 9.9  PREFER/USE OTHERS (SUBNET) 14 9 6.4 4.2  ALREADY HAVE ONE/SATISFIED WITH WHAT 3 5 I CURRENTLY HAVE/USE (UNSPEC) 1.4 2.4  PREFER/USE WESTERN DIGITAL 6 2 2.8 0.9  PREFER SSD DRIVES 4 1	LACK OF RELIABILITY (NET)		
MISCELLANEOUS LACK OF RELIABILITY  OTHER MISCELLANEOUS LACK OF 1 0 0.5 0  LACK OF NEED (NET) 22 21 10.1 9.9  PREFER/USE OTHERS (SUBNET) 14 9 6.4 4.2  ALREADY HAVE ONE/SATISFIED WITH WHAT 3 5 1 CURRENTLY HAVE/USE (UNSPEC) 1.4 2.4  PREFER/USE WESTERN DIGITAL 6 2 2.8 0.9  PREFER SSD DRIVES 4 1	FAILURE RATE (SUBNET)		
OTHER MISCELLANEOUS LACK OF 1 0 RELIABILITY MENTIONS 0.5 0  LACK OF NEED (NET) 22 21 10.1 9.9  PREFER/USE OTHERS (SUBNET) 14 9 6.4 4.2  ALREADY HAVE ONE/SATISFIED WITH WHAT 3 5 I CURRENTLY HAVE/USE (UNSPEC) 1.4 2.4  PREFER/USE WESTERN DIGITAL 6 2 2.8 0.9  PREFER SSD DRIVES 4 1	DISLIKE <8% FAILURE RATE		
RELIABILITY MENTIONS 0.5 0  LACK OF NEED (NET) 22 21 10.1 9.9  PREFER/USE OTHERS (SUBNET) 14 9 6.4 4.2  ALREADY HAVE ONE/SATISFIED WITH WHAT 3 5 I CURRENTLY HAVE/USE (UNSPEC) 1.4 2.4  PREFER/USE WESTERN DIGITAL 6 2 2.8 0.9  PREFER SSD DRIVES 4 1	MISCELLANEOUS LACK OF RELIABILITY		
10.1   9.9			
ALREADY HAVE ONE/SATISFIED WITH WHAT 3 5 I CURRENTLY HAVE/USE (UNSPEC) 1.4 2.4  PREFER/USE WESTERN DIGITAL 6 2 2.8 0.9  PREFER SSD DRIVES 4 1	LACK OF NEED (NET)		
I CURRENTLY HAVE/USE (UNSPEC) 1.4 2.4  PREFER/USE WESTERN DIGITAL 6 2 2.8 0.9  PREFER SSD DRIVES 4 1	PREFER/USE OTHERS (SUBNET)		
2.8 0.9 PREFER SSD DRIVES 4 1			
	PREFER/USE WESTERN DIGITAL		
	PREFER SSD DRIVES		

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Q.260/Q.265-2 - WHAT MAKES YOU SAY THAT YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT?

ANY OTHER REASON WHY YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
OTHER PREFER/USE OTHERS MENTIONS	1 0.5	1 0.5
MISCELLANEOUS LACK OF NEED		
DON'T NEED IT/NOT USEFUL FOR ME (UNSPEC)	5 2.3	6 2.8
DON'T HAVE/USE A DESKTOP/ONLY USE A LAPTOP/TABLET	1 0.5	5 2.4
OTHER LACK OF NEED MENTIONS	5 2.3	
MISCELLANEOUS NEGATIVE		
ALL NEGATIVE PRICE MENTIONS: TOO EXPENSIVE, COSTS MORE THAN OTHERS, CAN'T AFFORD IT	8 3.7	5 2.4
DISLIKE THE BRAND/SEAGATE (ALL MENTIONS)	7 3.2	3 1.4
OTHER MISCELLANEOUS NEGATIVE MENTIONS	5 2.3	0.9
NEUTRAL (GRAND NET)	32 14.7	
COST CONCERNS (NET)	6 2.8	17 8.0
DEPENDS ON PRICE/NEED TO KNOW THE PRICE (UNSPEC)	2 0.9	7 3.3
DEPENDS ON PRICE COMPARISON TO OTHERS	3 1.4	7 3.3
OTHER COST CONCERNS MENTIONS	1	4 1.9
NEED MORE INFORMATION (NET)	21 9.6	
47		

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Q.260/Q.265-2 - WHAT MAKES YOU SAY THAT YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT?

ANY OTHER REASON WHY YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT?

		CELL1 AFR <1%	CELL2 AFR <8%
BASE:	TOTAL RESPONDENTS	218	212
	NEED TO DO RESEARCH/READ REVIEWS/GET MORE INFORMATION		6 2.8
	NEED TO COMPARE WITH OTHERS/SEE WHAT ELSE IS AVAILABLE		2 0.9
	NOT FAMILIAR WITH THE BRAND/NEED TO KNOW MORE ABOUT THE BRAND/MANUFACTURER		
	OTHER NEED MORE INFORMATION MENTIONS		4 1.9
SI	PEED RELATED (NET)	1 0.5	0
	OTHER SPEED RELATED MENTIONS	1 0.5	0
M:	ISCELLANEOUS NEUTRAL		
	DEPENDS ON NEED: IF I NEEDED (ANOTHER) HARD DRIVE, IF I NEEDED THAT MUCH STORAGE SPACE	8 3.7	13 6.1
	HAVEN'T DECIDED/NOT SURE ABOUT IT YET		2 0.9
	OTHER MISCELLANEOUS NEUTRAL MENTIONS	3 1.4	
DON	'T KNOW/NOTHING/NO ANSWER	0	
HAVE 1	POSITIVE PURCHASE INTEREST	151 69.3	134 63.2

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Q.270/Q.275 - IN GENERAL, WHAT HAVE BEEN THE MAIN USES OF THE HARD-DRIVE(S)
YOU BOUGHT IN THE PAST SIX YEARS? ANY OTHER HARD-DRIVE USES?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
SPECIFIC FILE TYPES (NET)	129 59.2	135 63.7
MEDIA FILES (SUBNET)	97 44.5	101 47.6
PHOTOS/IMAGE FILES (SUB-SUBNET)	64 29.4	76 35.8
STORING/BACKING UP PHOTOS/IMAGES		76 35.8
OTHER PHOTOS/IMAGE FILES MENTIONS	0	1 0.5
VIDEO FILES (SUB-SUBNET)		41 19.3
STORING/BACKING UP VIDEO/MOVIES	42 19.3	40 18.9
OTHER VIDEO FILES MENTIONS	3 1.4	1 0.5
MUSIC FILES (SUB-SUBNET)	33 15.1	22 10.4
MUSIC/AUDIO FILES	33 15.1	
OTHER MUSIC FILES MENTIONS	0	1 0.5
MISCELLANEOUS MEDIA FILES		
FOR GAMING/STORING GAMES/EXTERNAL HARD DRIVE FOR GAME CONSOLE	15 6.9	
OTHER MISCELLANEOUS MEDIA FILES	3 1.4	3 1.4

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Q.270/Q.275 - IN GENERAL, WHAT HAVE BEEN THE MAIN USES OF THE HARD-DRIVE(S)
YOU BOUGHT IN THE PAST SIX YEARS? ANY OTHER HARD-DRIVE USES?

BASE: TOTAL RESPONDENTS	AFR <1%	CELL2 AFR <8% 
MISCELLANEOUS SPECIFIC FILE TYPES		
STORING/BACKING UP DOCUMENTS	22 10.1	
FOR SCHOOLWORK	3 1.4	
FOR BUSINESS PURPOSES	13 6.0	23 10.8
FOR PERSONAL USE	19 8.7	33 15.6
LARGE FILES	5 2.3	2 0.9
IMPORTANT DOCUMENTS	9 4.1	9 4.2
OTHER MISCELLANEOUS SPECIFIC FILE TYPES MENTIONS	10 4.6	
GENERAL STORAGE/BACK UP (NET)	132 60.6	119 56.1
FOR BACKING UP/BACK UP PURPOSES/AS A BACKUP DRIVE/TO BACK UP (ENTIRE) COMPUTER/LAPTOP	56 25.7	53 25.0
DATA STORAGE/STORING (OLD) FILES	42 19.3	43 20.3
FOR EXTRA SPACE/MORE STORAGE CAPACITY	26 11.9	21 9.9
CLEARING OUT HARD DRIVE SPACE TO IMPROVE PERFORMANCE/ALLOW FOR MORE SPEED	7 3.2	6 2.8
TO FREE UP SPACE ON MY COMPUTER/LAPTOP	3 1.4	_

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Q.270/Q.275 - IN GENERAL, WHAT HAVE BEEN THE MAIN USES OF THE HARD-DRIVE(S)
YOU BOUGHT IN THE PAST SIX YEARS? ANY OTHER HARD-DRIVE USES?

BASE: TOTAL RESPONDENTS	218	212
FOR SECURE STORAGE/BACK UP IN CASE HARD DRIVE CRASHES	8 3.7	9 4.2
AS EXTERNAL DRIVE/STORAGE	-	5 2.4
OTHER GENERAL STORAGE/BACK UP MENTIONS	8 3.7	5 2.4
MISCELLANEOUS		
TRANSFER FILES/TRANSFER FROM DEVICE(S) TO COMPUTER/FROM ONE COMPUTER TO ANOTHER	6 2.8	-
TO REPLACE OLD HARD DRIVE/MY HARD DRIVE DIED		0.9
OTHER MISCELLANEOUS MENTIONS	12 5.5	9 4.2
NOTHING	1 0.5	1 0.5
DON'T KNOW	0.9	1 0.5

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Table 13

Page 40

Q.280/Q.285 - IN GENERAL, WHAT FEATURES OR CHARACTERISTICS OF HARD-DRIVES
DO YOU CONSIDER MOST IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY?
ANY OTHER HARD-DRIVE FEATURES OR CHARACTERISTICS THAT YOU CONSIDER
IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY?

	AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
GENERAL BACKUP (NET)	4 1.8	8 3.8
ABILITY TO BACKUP/SAVE/STORE DATA/FILES	1 0.5	6 2.8
OTHER GENERAL BACK UP MENTIONS	3 1.4	3 1.4
SPEED RELATED (NET)	62 28.4	53 25.0
SPEED/THAT IT'S FAST (UNSPEC)	41 18.8	38 17.9
TRANSFER SPEED	7 3.2	7 3.3
DISC ROTATIONAL SPEED	1.8	1 0.5
ACCESS SPEED	3 1.4	1 0.5
READ/WRITE RATES	3 1.4	4 1.9
DOWNLOAD SPEED	3 1.4	1 0.5
OTHER SPEED RELATED MENTIONS	0.9	3 1.4
EASE/CONVENIENCE (NET)	24 11.0	25 11.8
EASE OF USE/THAT IT'S EASY/SIMPLE TO USE	6.9	
EASY TO INSTALL	5 2.3	6 2.8

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Table 13

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Q.280/Q.285 - IN GENERAL, WHAT FEATURES OR CHARACTERISTICS OF HARD-DRIVES
DO YOU CONSIDER MOST IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY?
ANY OTHER HARD-DRIVE FEATURES OR CHARACTERISTICS THAT YOU CONSIDER
IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
OTHER EASE/CONVENIENCE MENTIONS	6 2.8	3 1.4
CONNECTIONS (NET)	8 3.7	8
CONNECTIVITY/CONNECTION TYPE (UNSPEC)	3 1.4	3 1.4
USB CONNECTION (UNSPEC)	2 0.9	2 0.9
WI-FI/WIRELESS CONNECTIVITY	1 0.5	1 0.5
OTHER CONNECTIONS MENTIONS	0.9	3 1.4
COMPATIBILITY (NET)	21 9.6	10 4.7
COMPATIBILITY/COMPATIBLE WITH MY COMPUTER/OS/DEVICES (UNSPEC)		8 3.8
OTHER COMPATIBILITY MENTIONS	5 2.3	0.9
RUGGEDNESS/DURABILITY/DEPENDABILITY (NET)	52 23.9	58 27.4
FAILURE RATE (SUBNET)	7 3.2	4 1.9
FAILURE RATE	1.8	3 1.4
LOW RISK OF FAILURE	1 0.5	0
NOT FAILING/KNOWING IT WON'T CRASH	2 0.9	1 0.5

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Table 13

Page 42

Q.280/Q.285 - IN GENERAL, WHAT FEATURES OR CHARACTERISTICS OF HARD-DRIVES
DO YOU CONSIDER MOST IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY?
ANY OTHER HARD-DRIVE FEATURES OR CHARACTERISTICS THAT YOU CONSIDER
IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
MISCELLANEOUS RUGGEDNESS/DURABILITY/DEPEN	DABILITY	
RELIABILITY/DEPENDABILITY		42 19.8
DURABILITY/STURDINESS/WON'T BREAK	4 1.8	12 5.7
LONGEVITY/LASTS/HOLDS UP A LONG TIME	11 5.0	6 2.8
STABILITY	0	3 1.4
GENERAL QUALITY (NET)	5 2.3	13 6.1
QUALITY	5 2.3	13 6.1
REVIEWS/RECOMMENDATIONS (NET)	8 3.7	9 4.2
REVIEWS/CUSTOMER REVIEWS	5 2.3	8 3.8
OTHER REVIEWS/RECOMMENDATIONS MENTIONS	3 1.4	1 0.5
APPEARANCE (NET)	3 1.4	1 0.5
OTHER APPEARANCE MENTIONS	3 1.4	1 0.5
PHYSICAL ATTRIBUTES (NET)	15 6.9	16 7.5
SIZE/SHAPE (SUBNET)	9 4.1	9 4.2

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Table 13

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Q.280/Q.285 - IN GENERAL, WHAT FEATURES OR CHARACTERISTICS OF HARD-DRIVES DO YOU CONSIDER MOST IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY? ANY OTHER HARD-DRIVE FEATURES OR CHARACTERISTICS THAT YOU CONSIDER IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY?

BASE: TOTAL RESPONDENTS	AFR <1% 	CELL2 AFR <8%
PHYSICAL SIZE	5 2.3	3 1.4
SMALL/COMPACT	3	5 2.4
OTHER SIZE/SHAPE MENTIONS	1	1 0.5
MISCELLANEOUS PHYSICAL ATTRIBUTES		
PORTABILITY	6 2.8	9 4.2
OTHER MISCELLANEOUS PHYSICAL ATTRIBUTES MENTIONS	0	1 0.5
GENERAL PERFORMANCE/FUNCTIONALITY (NET)	21 9.6	
HARD DRIVE TYPE	5 2.3	1 0.5
TEMPERATURE RANGE	2 0.9	4 1.9
SPECIFICATIONS	6 2.8	4 1.9
POWER CONSUMPTION	1 0.5	2 0.9
OTHER GENERAL PERFORMANCE/FUNCTIONALITY MENTIONS	9 4.1	5 2.4
BRAND RELATED (NET)	45 20.6	31 14.6
BRAND/MANUFACTURER (UNSPEC)	29 13.3	19 9.0

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Table 13

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Q.280/Q.285 - IN GENERAL, WHAT FEATURES OR CHARACTERISTICS OF HARD-DRIVES
DO YOU CONSIDER MOST IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY?
ANY OTHER HARD-DRIVE FEATURES OR CHARACTERISTICS THAT YOU CONSIDER
IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY?

BASE: TOTAL RESPONDENTS	AFR <1% 	CELL2 AFR <8% 
BRAND REPUTATION/FROM A REPUTABLE/ RELIABLE/TRUSTWORTHY BRAND	10 4.6	8
FAMILIAR/WELL KNOWN/NAME BRAND	4 1.8	2 0.9
OTHER BRAND RELATED MENTIONS	5 2.3	3 1.4
SERVICE/REPAIR (NET)	5 2.3	6 2.8
WARRANTY/REPLACEMENT/RETURN POLICY	4 1.8	6 2.8
OTHER SERVICE/REPAIR MENTIONS	1 0.5	0
PRICE (NET)	60 27.5	75 35.4
PRICE/COST/AFFORDABILITY/GOOD PRICE (UNSPEC)	50 22.9	69 32.5
VALUE/PRICE TO SIZE RATIO	10 4.6	6 2.8
MISCELLANEOUS		
SIZE/HOW BIG IT IS (UNSPEC)	32 14.7	
CAPACITY/AMOUNT OF MEMORY/STORAGE SPACE	130 59.6	
SAFETY/SECURITY	12 5.5	4 1.9
SOFTWARE/DRIVERS	4 1.8	3 1.4
PERFORMANCE	6 2.8	8 3.8

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TARGET RESEARCH GROUP INC.
COMPUTER HARDWARE SURVEY (#103-17128)

Table 13

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Q.280/Q.285 - IN GENERAL, WHAT FEATURES OR CHARACTERISTICS OF HARD-DRIVES DO YOU CONSIDER MOST IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY? ANY OTHER HARD-DRIVE FEATURES OR CHARACTERISTICS THAT YOU CONSIDER IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
NOISE LEVEL/QUIET	2	2
	0.9	0.9
OTHER MISCELLANEOUS MENTIONS	14	5
	6.4	2.4
NONE/DON'T KNOW/NO ANSWER	6	3
	2.8	1.4

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## **EXHIBIT G1**



# Desktop HDD

Data Sheet

#### The Power of One

- Seagate brings over 30 years of trusted performance and reliability to the Seagate® Desktop HDDs—now available in capacities up to 5TB
- Increase your capacity and drive down costs with up to 1.33TB-perdisk hard drive technology
- SATA 6Gb/s interface optimizes burst performance
- Seagate AcuTrac<sup>™</sup> servo technology delivers dependable performance
- Free DiscWizard™ software enables high capacities on legacy PC **BIOS** systems
- Seagate Secure<sup>™</sup> models provide hardware-based data security and deliver an Instant Secure Erase feature for safe, fast and easy drive retirement1
- Seagate Secure models meet the NIST 800-88 media sanitization. specification and also support the Trusted Computer Group (TCG) Opal standard<sup>1</sup>





- Desktop or all-in-one PCs
- Home servers
- Entry-level direct-attached storage devices (DAS)

1 Seagate Secure models are not available in all countries. May require TCG-compliant host or controller support.



# Desktop HDD



Specifications	3ТВ
Standard Model Numbers <sup>1</sup>	ST3000DM001
Seagate Secure™ Model Numbers	ST3000DM002
Interface	SATA 6Gb/s
Cache	64MB
Model Name	formerly Barracuda
Performance	
SATA Transfer Rates Supported (Gb/s)	6.0/3.0/1.5
Max Sustainable Transfer Rate	210MB/s
Configuration/Organization	
Heads/Disks	6/3
Bytes per Sector	512E
Voltage	
Voltage Tolerance, Inc. Noise (5V)	±5%
Voltage Tolerance, Inc. Noise (12V)	±10%
Reliability/Data Integrity	
Annualized Failure Rate (AFR)	<1%
Contact Start/Stop Cycles <sup>2</sup>	_
Load/Unload Cycles <sup>3</sup>	300,000
Nonrecoverable Read Errors per Bits Read, Max	1 per 10E14
Workload Rate Limit (TB/year)	55
Power-On Hours	2,400
Warranty, Limited (years) <sup>4</sup>	2
Power Management	
Startup Power (12V, A)	2.5
Average Operating Power	8W
Idle Average (W)	5.4W
Standby/Sleep Mode	0.75W/0.75W
Environmental/Temperature	
Operating (ambient, min)	0°C
Operating (drive case, max)	60°C
Nonoperating (ambient, min)	-40°C
Nonoperating (ambient, max)	70°C
Halogen Free	Yes
RoHS Compliance	Yes
Physical	
Height (mm/in)	26.11mm/1.028in
Width (mm/in, max)	101.6mm/4in
Depth (mm/in, max)	146.99mm/5.787in
Weight (g/lb)	626g/1.38lb
Carton Unit Quantity	20
Cartons per Pallet / Cartons per Layer	40 / 8
Special Features	
Seagate AcuTrac <sup>™</sup> Technology	Yes

<sup>1</sup> Seagate ships the 500GB, 320GB and 250GB models in both 4K- and 512-byte sectors. SmartAlign technology is included on 4K sector drives. Both drives are functionally and physically 1 Setglage 3 maps in 20 C 1
2 At 25°C and 50% relative humidity.
3 Load/Unload tested to 600,000 cycles.
4 Extended warranty products available. Consult your distributor for details.

### **EXHIBIT G2**



# Desktop HDD



Specifications	ЗТВ
,	ST3000DM001
Standard Model Numbers	
Seagate Secure™ Model Numbers	ST3000DM002
Interface	SATA 6Gb/s
Cache	64MB
Model Name	formerly Barracuda
Performance	
SATA Transfer Rates Supported (Gb/s)	6.0/3.0/1.5
Max Sustainable Transfer Rate	210MB/s
Configuration/Organization	
Heads/Disks	6/3
Bytes per Sector	512E
Voltage	
Voltage Tolerance, Inc. Noise (5V)	±5%
Voltage Tolerance, Inc. Noise (12V)	±10%
Reliability/Data Integrity	
Annualized Failure Rate (AFR)	<8%
Contact Start/Stop Cycles <sup>2</sup>	_
Load/Unload Cycles <sup>3</sup>	300,000
Nonrecoverable Read Errors per Bits Read, Max	1 per 10E14
Workload Rate Limit (TB/year)	55
Power-On Hours	2,400
Warranty, Limited (years) <sup>4</sup>	2
Power Management	
Startup Power (12V, A)	2.5
Average Operating Power	8W
Idle Average (W)	5.4W
Standby/Sleep Mode	0.75W/0.75W
Environmental/Temperature	0.7.017,017.017
Operating (ambient, min)	0°C
Operating (drive case, max)	60°C
Nonoperating (ambient, min)	-40°C
Nonoperating (ambient, max)	70°C
Halogen Free	Yes
	Yes
RoHS Compliance Physical	100
Height (mm/in)	26.11mm/1.028in
Width (mm/in, max)	101.6mm/4in
Depth (mm/in, max)	146.99mm/5.787in
Weight (g/lb)	626g/1.38lb
Carton Unit Quantity	20 40 / 8
Cartons per Pallet / Cartons per Layer	40 / 8
Special Features	
Seagate AcuTrac <sup>™</sup> Technology	Yes

<sup>1</sup> Seagate ships the 500GB, 320GB and 250GB models in both 4K- and 512-byte sectors. SmartAlign technology is included on 4K sector drives. Both drives are functionally and physically 1 Setglage 3 maps in 20 C 1
2 At 25°C and 50% relative humidity.
3 Load/Unload tested to 600,000 cycles.
4 Extended warranty products available. Consult your distributor for details.

### **EXHIBIT H**

aspid int	nview_start	interview_end	ı LOI	Q15 : What is you gender? - What i your gender?	ır s: Q20 : Q20 - Pleasi enter your age:	Q25_A88R : In which of the following states do you live? - In which of the following states do you live?	region	Q30 : Which of the following devices are you using right mow to take this survey? - Which of the following devices are you using right mow to take this survey?	Q40_1: An advertising, public relations or marketing agency or advertising department of company	Q40_2 : A market research firm or a marketing research department of a company	CQ40_3 : A company that makes computer hardware or accessories	Q40_4 : None of these	0 ti c Q50 : Q50	QSS: Considering any hard-drivo(s) hat you purchased during the past six years, please indicate the following:	260 : Please select the one statement that best applies for any hard- drive(s) that you purchased in the past six years. I purchased an xternal or internal hard-drive	Q65_1: Seagate	Q65_2: Western Digital (WD)	Q65_3 : HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi	Q65_4 : Toshiba	Q65_5: Other please specify	Q65_5_other: Other(please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2TB	Q70_3:3TB	Q70_4:4TB	Q70_5 : 5 TB	( Q70_6: Other kr	170_7 : Don't now / Not sure	Q75 : What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell	.A c	Q250A: Q250B - Q250B: Q250B: c3550B sossiming you were Assoming you water Assoming were Assoming you water Assoming	ly d e Q260: Q260 -	Q270 : In general, what have been uses of the hard-drive(s) you bought in the past six years? hard-drivers hard-drivers hard-drivers when you want to be past six years?	Q280 : In general, which features or C. White Manufactures or C. White Manufactures or C. White Manufactures do you or white Manufactures do you or white Manufactures when it important when it is impor	185 : Any other d-drive features characteristics tt you consider sportant when eciding which d-drive to buy?
6 1	2/12/2017	12/12/2017	6	2	53	CA	w	1	0	0	0	1	1	2	2	0	1	0	0	0	0		1	0	0	0	0	0	0	7	1	1	2	Affordable price Fits my need	at home data storage	physical size, data storage size, and no price	that's it
12 1	2/12/2017	12/12/2017	10	2	34	NV	w	1	0	0	0	í	1	1	3	1	0	0	0	0	0		0	0	0	0	1	0	0	3	2	1	1	It looks efficient, high quality, and is a good price. It looks easy to	To conduvet high- impact work in an To ge use. efficient time. don to store private information kee	business Price Quality e faster. functionality	None
17 1	2/12/2017	12/12/2017	10	2	24	м	MW	2	0	0	0	1	1	1	3	1	0	0	0	0	0		1	0	0	0	0	0	0	8	2	2	i	30 years reliablitity. Comes can fit mos with free disc desktops and a wizard and u to 5tb one	information kee track of daily activities for my  I in children and my none self. think of	that i can lots of sace, easy to at this time use	no those are biggest 2.
25 1	2/12/2017	12/12/2017	6	2	31	ME	NE	2	0	0	0	1	1	1	2	0	1	0	1	0	0		1	0	0	0	0	0	0	5	2	2	3	i am not sure if i need one now no other reas	documents, personal photos ns and videos		nothing in particular
34 1	2/12/2017	12/12/2017	8	1	73 46	NY WA	NE W	2	0	0	0	1	1	1	2	0	1	0	0	0	0		0	1	0	0	0	0	0	8	2 2	1 2	2	Has about all the right specs that Seagate is a would be suitable to me product		Have enough storage to handle over 100 songs and no 100 videos capacity, saving portability	no inexpensive
35 1	(/12/2017	12/12/2017	•	1	40	WA	w		Ü		Ü				2		1	Ü	Ü				0	Ü			0				2	2	,	The price matches what I would	gaming in	Size of storage,	mexpensive
40 1	2/12/2017	12/12/2017	8	1	19	NY TN	NE S	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	1 0	0	0	0	3	1	2	2	expect to pay. No great price and It has plenty great specs space	Storage I store papers and documents on it which i create and take up too much froom on my No that computer.	price is the main ease of use and use storage	no other
48 1	2/12/2017	12/12/2017	8	1	53	ме	NE	2	0	0	0	1	1	1	3	0	1	0	0	0	0		1	0	0	0	0	0	0	3	1	2	2	This appears to be a reliable drive by a good name brand, and the spect show that it should be socure as well. I would probably buy it unless there was a compatible drive for a behalf of the process. We not the process of the proce		Price, reliability, ther uses size No	other features
50 1	2/12/2017	12/12/2017	7	1	26	AZ	w	2	0	0	0	1	1	1	2	0	0	0	i	0	0		0	ō	1	0	0	0	0	3	1	2	2	It is a reasonable deal, but it is still a little more It would have r expensive than I than enough s would like to pay. to fit my nee	ore ace Storing music and s. other files. Storing	The space to price old photos. ratio. Th	e brand name.
56 1	2/12/2017	12/12/2017	7	2	63	FL	Š	1	0	0	0	1	1	1	2 2	0	0	0	1	0	0		0	0	0	1 0	0	0	0	3	1 2	1 2	1	the 30 year performance rather cache at I like the two year warranty, and the processor speed its at a good cost seagate is a groduct	ting 4 Lused a	nd external my info on the 64 mg, the ernal drive performance, and the I loose info the brand	cache, and the processor
	V-1/1017	22/22/2027	,	•	**	An.	,	•	Ü			•	•	•	•		•	Ü	Ü	-			•	Ü				Ů		*			*	I like the look	fit, More external	o game Space, portability	110110
66 1	1/12/2017	12/12/2017	15	2	30	NC	s	1	0	0	0	1	1	2	3	0	1	0	1	0	0		0	0	1	0	0	0	0	2	1	2	3	It is a bit pricey choice in bra  Right now I need to buy a new home computer so I wouldn't be buying a new hard drive at this point. No other rear	st space for pictures Vidid and videos dow to backup my home computer. I worked for a retailer and became more informed about external hard drives and on purchased one.	and look	NO
67 1	2/12/2017	12/12/2017	5	2	50	MA	NE	1	0	0	0	1	1	1	2	1	0	0	0	0	0		1	0	0	0	0	0	0	3	1	2	3	not sure what else	backing up laptop	no # of TB cost	no
81 1 83 1	2/12/2017 2/12/2017	12/12/2017 12/12/2017	5	1	42 28	KS AZ	w	2	0	0	0	1	1	1	3	1	1	0	0	0	0		1	1	0	0	0	0	0	3	1	1	3 1	is out there don't know value affordable it def would fit my needs and it had	computer storage	no don't know n/a reliability	not sure safe
86 1	2/12/2017	12/12/2017	8	2	30	OK	s	1	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	1	1	1	1	great specs no	storage capacity	no space	no
88 1	2/12/2017	12/12/2017	11	2	61	AL	s	2	0	0	0	1	1	1	3	1	1	0	1	0	0		1	0	0	0	0	0	0	1	2	2	2	It is a large drive and fairly fast. It is a quality d I only want it for personal use and the cost and		't Know The size and speed	Don't know
90 1	2/12/2017	12/12/2017	10	2	70	CA	w	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	1	0	0	0	1	1	1	1	capacity are very favorable to my it seems very n needs. updated. because of its capasity and seaaste is a good		computer, size, No user friendly	Warranty
94 1 97 1	2/12/2017	12/12/2017	7	2	38 39	PA NC	NE S	2	0	0	0	1	1	1	3	0	0	0	0	0	0		0	0	0	0	0	0	0	3	1	1 2	2	seagate is a good brand size  Trust the brand no commer	videos General storage solutions. no c	no storage capacity omment no comment	speed
99 1	2/12/2017	12/12/2017	8	1	44	ст	NE	1	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	2	1	1	3	would have to read some user reviews first none would be	back up storage	tone speed	
103 1	2/12/2017	12/12/2017	4	1	50	MD	s	1	0	0	0	1	1	1	3	1	0	0	0	0	0		0	0	1	1	0	0	0	2	1	1	i	would be everything my company need great price	to store important information	the amout of space	none
107 1	1/12/2017	12/12/2017	10	2	39	VA	s	2	0	0	0	1	í	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	1	2	í	1	I like everything about this and what it has to offer. I think this would work perfectly for what I need it for and that is my hobby of offer and doal photography.	Storing my No ti d photography and other for editing images to uses I save. I	The main characteristics I like for is how hard drive much it cost and would use the product are.	to there is no other haracteristics important.
110 1	2/12/2017	12/12/2017	9	1 2	65 35	OR NV	w	2	0	0	0	1	1	1	2	1	0	0	0	0	0		0	0	0	1 0	0	0	0	2	2	2	2		just wanted better performance with my laptop	from a depentable no company durable and user tone friendly	no
125 1	2/12/2017	12/12/2017	12	2	54	MO	MW	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0		0		1					2	2	its a good value, has many great features to it. influential at current the first one is the one i would probably buy the aspects off it is something what i have in mind and the price in mand and the casonable one of the casonable of the casona		just with something how and what i need in the useage	none

,	resaid interes	eview start	interview end	101	Q15 : What is you gender? - What is your gender?	r Q20 : Q20 - Please enter year age	Q25_ABBR : In which of the following states do you live? - In which of the following states do you live?	resion	Q30: Which of the following devices are you using right now to take this survey? - Which of the following devices are you using right now to take this survey?	Q40_1: An advertising, public relations or marketing agency or advertising department of a command.	Q40_2 : A market research firm or a marketing research department of a	Q40_3 : A company that makes computer hardware or accessories	Q40_4 : None of	150 : Q50	QSS: Considering any hard-drive(s) hat you purchased during the part six years, please indicate the following:	Q60: Please select the one statement that best applies for any hard- drive(s) that you purchased in the past six years. I purchased an sternal or internal hard-drive	Q65_1:Saugate	Q65_2: Western Dieltal (WD)	Q65_3 : HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi	Q65_4: Toshiba	Q65_5 : Other	Q65_5_other: Other (please specify):	Q65_6 : Don't know/ Not sure	070.1:178	070 2 - 2 TB	020 3 - 378	020 4-4TB	020 5 5 5 18	Q70_6 : Other kno	3_7 : Don't	Q75: What year was your most recent purchase of an external or internal hard drive which was 1 to 5	cell	hAorB:**Stores whether respondent sees A or B**-**Stores whether respondent sees A or B**	QSSOA (QSSOA — QSSOE : QSSOE Actuming you were Secoming you were considering buying considering buying considering buying considering buying considering buying considering buying considering buying this type of haze this type of haze product costs approximately \$79.00, how likely you be to buy the you be to buy the hard-drive shown not the product catas sheets you list say?	y 2 60 : 0,260 - 0,265	Q270 : In general, what have been ry. the main uses of the hand drive(Q) great the hand drive(Q) great hand to bought in the 20 most of wards hand of the hand drive hand to wards hand follows hand to be a few for the hand to wards hand follows hand to be a few for the ha	Q280: In general, what features or Q280 characteristics of hard hard-drives do you or consider most the important when in important when in each graph which deep hard-drive to buy? hard when to buy? hard when the properties of t	85 : Any other I-drive features characteristics t you consider portant when ciding which Suffice to huy?
	126 1	_	12/12/2017	3	2	34	IL	MW	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	1	1	2	2	It is a good deal It is an ok dea	hard drive no	a lot of tb	no
	142 12	/12/2017	12/12/2017	8	2	28	NC.	s	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0		0	0	1	0	0	8	2	1	2	I NEED TO LEARN MORE ABOUT THIS PRODUCT NO	DID NOT HAVE ENOUGH SPACE ON MY HARD- DRIVE NO	THE AMOUNT OF SPACE ON IT	NO
																																			to store all my	backup all my data in the internal hard drive don't kno		
	146 17	/12/2017	12/12/2017	6	1	69	FL	S	1	0	0	0	1	1	1	2	1	1	0	0	0	0		1	1	1	0	0	0	0	4	1	1	2	pictures fair price	drive don't kno	v very compact b	orand name
	147 17	/12/2017	12/12/2017	4	2	44	GA	s	2	0	0	0	1	1	2	3	1	ō	0	0	0	0		1	0	0	0	0	0	0	2	1	i	3	The price seems a bit high and I would prefer a higher capacity HDD.	To store photos for personal use. Also to backup any work related files in case my computer crashes.	Fast and high capacity.	
	148 17	/12/2017	12/12/2017	7	,	37	AZ	w	3	0	0	0	1	1	1	2	0	0	0	1	0	0		0		0	1			0	4	2	1	2	An advantage for My Computer Advancemen	JUST to Have One None	Quick Connect	Price
																																			An advantage for My Computer Advancemen Seagate is a great brand and this one has up to St capacity No	Data storage for	Canacity ease of	
	156 17	/12/2017	12/12/2017	8	2	47	TN	S	3	0	0	0	1	1	1	2	1	0	0	1	0	0		1	0	0	0	0	0	0	2	2	2	2	capacity No need to know	personal computer Gaming for special information	set up	Price
	157 12	/12/2017	12/12/2017	6	1	47	FL	S	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	1	0	0	0	0	2	1	1	2	about it more when I know	t needed to store none	stored	storage
																																			I USHALLY TALK TO MY BROTHER-N- LAW BEFORE BUYING ANYTHING FOR MY PC, IT DEPPINGS ON WHAT HE THINKS, BECAUSE HE HAS TO INSTALL IT. PRICE?		STORAGE	
	163 17	/12/2017	12/12/2017	7	2	54	MI	MW	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	4	2	1	3	TO INSTALL IT. PRICE?	GAMES, MISC. NONE it can be used as and external storage it is a goo	CAPABILITIES  1 memory storage 1	PRICE the storage
	166 17	/12/2017	12/12/2017	8	1	32	PA	NE	1	0	0	0	1	1	1	3	1	0	0	0	0	0		0	0	0	0	1	0	0	1	1	1	1	i really liked it a lot nice	storing large files	age capacity	efficiency
	172 1	/12/2017	12/12/2017	12	2	53	NJ	NE	1	0	0	0	1	1	1	2	0	1	0	0	0	0		0	1	0	0	0	0	0	6	2	2	1	storage and a great a great price or price. price.	air like pics, movies and music. just random	The amount of tuff. space.	none other
	173 1: 184 1:	1/12/2017 1/12/2017	12/12/2017 12/12/2017	5 10	2	59 61	CA UT	w w	2 2	0	0	0	1	1	1	2 2	0	1 0	0	0	0	0		1	0	0	0	0	0	0	8	2 2	1 2	3	I don't currently need anything that high-capacity hus if I did, I would probably consider it. None  Don't really ned it right now na I would want to compan it to several other brands to make user I'm getting the I would want to water I'm getting the I would want to several other		Will it run the backup in a reasonable amount of time?	None na
	187 12 189 12	/12/2017	12/12/2017 12/12/2017	12 5	2 1	59 74	MI CA	MW W	2 2	0	0	0	1	i i	1 1	3 2	0	1 0	0	0	0	0		0	1 0	0	0	0	0	0	4 8	2 2	2	3	sure I'm getting the I would want to best bang for the if I could get til buck. item for under S good brand price	e Compact, storage Convenience BD. capacity, speed. security backup no		nitely price and brand. reliability
	190 13	/12/2017	12/12/2017	24	1	34	NY	NE	1	0	0	0	1	1	1	3	1	1	0	0	0	0		0	1	0	0	0	0	0	3	2	1	1	It has great speed and cache. it has a good pr	playing video	speed p	erformance
	191 12	/12/2017	12/12/2017	7	2	52	ку	s	2	0	0	0	1	1	1	2	1	0	0	0	0	0		1	0	0	0	0	0	0	3	2	2	3	Just by reading the specs, I am not sure one way or the other no	storage for pictures, downloaded music and videos no	drive size	no
	192 1		12/12/2017	17	2	33	CA	w	1	0	0	0	1	1	1	3	1	1	1	1	0	0		0	0	0	0	1	0	0	1	2	2	1	The specs are good and the price too The space	Work Security backup for my	Mobile	None
	199 1	/12/2017	12/12/2017	4	2	46	IA	MW	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	2	2	1	2	great idea unsure	laptop no	storage storage capacity	none
	204 12	/12/2017	12/12/2017	14	1	52	ME	NE	1	0	0	Ö	1	1	1	2	1	0	0	0	Ö	ō		1	0	Ó	Ó	0	0	0	i	2	2	1	seagate is top of the line and definitely worth it seems to have the money the specs I look	all just personal use at for home no	and compatibility with my current le equipment di	ong life and ependability
	211 1:	1/12/2017	12/12/2017	6	1	64	PA	NE	1	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	0	1	0	0	0	4	2	1	2	I am not by any means an expert on external hard drive to I do not understand all the terms used. I just reputable compensed something but I would hav powerful enough find out how's to do what I need it rated by consur to do.	to backup information on my computer for personal reaccions inny and also as a to backup for some is business excel ier sheets I want to preserve mind	capacity to hold all ne to the information I non- need co	e off hand that ome to mind
	213 1	/12/2017	12/12/2017	5	1	54	FL	s	1	0	0	0	1	1	1	3	1	0	0	0	0	0		0	0	1	0	0	0	0	2	2	1	2	powerful and cost effective good value if i were to buy a new computer no	to store business records photos	being cost effective a	good value
	217 1	/12/2017	12/12/2017	3	2	36	OK	S	2	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	3	2	1	3	new computer no	to hold pictures no	storage space Amount of storage,	no
	225 12	/12/2017	12/12/2017	5	2	32	IL	MW	1	0	0	0	1	i	1	2	0	1	0	0	0	0		0	1	0	0	0	0	0	5	2	2	2	Good price for the specs None	Storage and backup none	price, quality and reliability exte	rnal vs internal
																																			I ALREADY HAVE AN EXTERNAL HARD ORIVE NOW THAT I AM USING. WHEN AND IF I BREAKS/UNUSABL E I WILL THEN DO. DO. N/A Still using my old one using current o	AVOID VIRUS		
	227 12 230 12	/12/2017	12/12/2017	13	1	75 65	NY MI	NE MW	2	0	0	0	1	i i	1	2	0	1	0	0	0	0		0	0	0	0	0	0	0	3 2	2	2	3	DO. N/A still using my old one using current of	TAKEOVERS. NO no back up no	NONE REALLY. capasity	NO no
	245 12	/12/2017	12/12/2017	4	1	28	NJ	NE	2	0	0	0	1	i	1	2	0	0	0	1	0	0		0	0	0	0	1	0	0	1	2	1	1	i love technology no	more memory no	not sure	not sure
	248 1	/12/2017	12/12/2017	9	2	42	CA	w	2	0	0	0	1	1	1	2	ō	0	0	1	ō	0		1	0	0	0	0	0	0	4	2	2	3	I have a solid state drive in my computer so 1 inexpensive would have to get an external arge solid state an external sarge solid state and sternal sarge solid state in solid sarge solid state in solid sarge solid state in expensive solid state i	backup storage for documents, pictures, and i. i music. My solid state is only 60gb no storing pictures some docum	mainly size and no connections, ease pre of use. I may read my reviews on the software it comes gam with. not	o I guess I am tty simple and y computer is ting to old for nes so speed is t a huge issue.
	251 1	/12/2017	12/12/2017	13	2	57	MN	MW	1	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	1	1	1	3	mine on sale for \$49.00 no good storage and is easy to use an	and videos and data sto use as a back	age portable up in ease of use good	no
	253 13	/12/2017	12/12/2017	7	1	53	wv	s	1	0	0	0	1	1	1	3	1	0	0	0	0	0		1	0	0	0	0	0	0	2	2	2	2	portable connects direc	to save a transport cases of hard ly data needed failure		ount of space

n	ipid int	irview_start	interview_end	LOI	Q15 : What is y gender? - Wha your gender	our t is Q20 : Q20 - Plea enter your age	Q25_ABBR: In which of the following states do you live? - In which see of the following states do you live?	region	Q30: Which of the following devices are you using right now to take this survey? - Which of the following devices are you using right now to take this survey?	t Q40_1: An advertising, publi f relations or marketing ageno or advertising department of a company	c Q40_2 : A market y research firm or a marketing research department of a company	: Q40_3 : A company in that makes h computer hardware or accessories	y Q40_4 : None of these	Q50 : Q50	Q55 : Considering any hard-drive(s) that you purchased during the nact six	past six years. I purchased an external or internal	Q65_1: Seagate	Q65_2 : Western Digital (WD)	Q65_3 : HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi	Q65_4 : Toshiba	Q65_5 : Other please specify	Q65_5_other: Other(please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2 TB	Q70_3:3TB	Q70_4:4TB	Q70_5:5TB	Q70_6 : Other		Q75 : What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell		Assuming you were Assuming you were noundering burge considering burge in this type of hand-drive and the product costs approximately 579.00, how likely 579.00, how likely 579.00, how likely on the burge thank-drive shown on the product data sheets you just saw?	Q260 : Q260 - White makes you Q265 : Q265 - Q265 - asy that you other reason that (answer from Q250) Q250) Q250) Q250)	Q270 : in general, what have been the main uses of the hard-drive(s) you bought in the Q275 : Any other pact six years? hard-drive us	Q280: In general, what features or Q285: Any other characteristics of hard-drive features hard-drive doyu or characteristics consider most when the purpose of the purpose
		42/2047	42/42/2017		,		PA	NE		0	0	0		1	1		0			0	0			1				0	0			1	2	,	I am not sure I need another one so soon, but I compare it with would certainly consider it. solutions.		Safety and security Ease of use Ease of storage
	56 1	1/12/2017	12/12/2017	8	1	61	РА	NE	1	U	ū	U	1	ī	1	2	0	1	0	Ü	0	0		ī	0	0	0	Ü	U	0	1	1	2	3	Looks like it would	For permanent storage backup of customer	
	76 1	2/12/2017	12/12/2017	12	1	43	МО	MW	2	0	0	0	1	1	1	3	0	0	0	1	0	0		0	1	0	0	0	0	0	3	2	1	2	be sufficient for both my personal and professional needs based on My only concern i description given in initial cost of this study product it looks like a good hard fifties to me	or hack in cloud family pics as based backup videos to make my computer faster and store things on	nd Proven reliable Overall size of brand name storage space
	82 1	2/12/2017	12/12/2017	7	2	29	KY	S	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	2	1	2	-	hard drive to me no  I like the dimension and that it is fast with the 3.0. It is secure and I can use it for my	it no	storage amount price
	B7 1	2/13/2017	12/13/2017	3	1	29	MD	s	1	0	0	0	1	1	1	3	1	1	0	0	0	0		1	1	0	0	0	0	0	2	1	2	2	bitcoin. Bitcoin harddrive	Bitcoin flash drive Store music,	cloud network Fast
	93 1	2/13/2017	12/13/2017	3	1	38	MA	NE	2	0	0	0	1	1	1	3	0	0	0	1	0	0		1	0	0	0	0	0	0	2	2	2	2	great specs and good brand. affordable it looks like a good	documents, and photos. none to use for my computer no	size of hard drive and speed none
	94 1	2/13/2017	12/13/2017	3	2	38	ОН	MW	1	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	0	1	0	0	0	2	1	2	2	hard drive no		not sure no
	05 1	2/13/2017	12/13/2017	5	1	54	IL.	MW	1	0	0	0	1	1	1	2	1	1	0	0	0	0		1	0	0	0	0	0	0	4	1	2	4	The price is good Nothing It provides the	For backup files	Speed and safety Price
	08 1	2/13/2017	12/13/2017	5	2	32	IA.	MW	1	0	0	0	1	1	1	2	1	0	0	0	0	0		0	1	0	1	0	0	0	1	1	2	2	storage capacity I need. Price seems fair.	Back up storage for photos. No.	Price, storage capacity Brand
	199 1	2/13/2017	12/13/2017	6	2	25	IN	MW	2	0	0	0	1	1	1	2	1	1	1	1	0	0		0	0	1	0	0	0	0	4	1	2	2	i like everything it offers Looks very good but i haven't compared prices	more storage space	storage capacity  Capacity and
	10 1	2/13/2017	12/13/2017	6	1	37	NH	NE	3	Ō	0	0	1	i	1	3	0	ō	0	1	0	0		0	1	0	0	0	0	0	2	2	1	2	and products for over a year so I'd No looks good jus have to check the market and compare	Lots of photo and video storage for business and Just the usu- personal use suspects	connectivity type are are certainly
	15 i 21 i	2/13/2017 2/13/2017 2/13/2017	12/13/2017 12/13/2017 12/13/2017	9 8	2 1	33 36 47	WI CA CA	MW W	2 1	0 0	0 0	0	1 1	1 1	1 1	3 2	1 0	i i	0 0	0 1	0	0		0	1 1	0 0	0	0 0	0	0 0	1 1	1 2	2 2 2		The load and the union of cycles are the power cycles are attractive to a capabilities and the well built unit are attractive to a capabilities and the well built unit and the well built unit and the well built unit and the product in the act has capacity that is would be looking for.	I am a writer and I a store my writing and my research for my personal computer photos back up my laptop no not reall	a will from name that his provin storage and long task record of success Sability and y security brand name Capacity, simplessives, pice
	31 1	2/13/2017	12/13/2017	6	í	40	Nev	NE	2	0	0	0	1	1	1	3	1	0	0	0	0	0		1	0	0	0	0	0	0	8	2	í	s	desktop, which I no No. If I had a longer keep in my desktop, it sound: home. good.	I had a start up for a white, and used it for backup for that when I was first going, used it had money to buy an official backup, the company but down letters I had mose to buy an extended it I also use it to back up en	get my "Y: "Speed, reliability y and size. Noppe
	40 1	2/13/2017	12/13/2017	12	1	39	TΧ	s	i	0	0	0	1	1	i	2	1	0	0	0	0	0		0	0	1	0	o	0	0	3	2	1	2	capability it has specified in the description, it meets all the necessary essentials I need in a storage device. I It's speeds and think that it also is a end cold thems! sist me very well	It's been used for a back up storage for my computer. The capacity I've used is far less that than I've used it for my back up, but it can hold much more in the near extra capacity that it will need to or add model, and on to It.	Speed and quality of the hard drive that claim rely on Storage capacity for storing and value. Also important back up speed. This and dec.
																																			the cost is its from reliable	it will be usefu store the the stroage is main memorable d	al to lata it should be encrytion might be compatible another feature
	42 1	2/13/2017	12/13/2017	7	1	27	ОН	S	1	0	0	0	1	1	1	3	1	0	0	0	0	0		0	0	0	0	1	0	O O	2	1	2	3	Your BIOS needs to recognize the hard drive. I had the trouble where it wouldn't recognize 1 TB is big enough a newer drive. The for internal use. It price is about \$151\$ like my extent too high be larger		Low-risk failure. Fact to read/write respond. Compatible with older computers and BIOS where the computer will it has to be worth recognize the price to buy
	47 1	2/13/2017	12/13/2017	5	1	36	PA	NE	į	0	0	0	1	į	1	2	0	i	0	1	0	0		1	0	0	0	0	0	0	1	1	2	2	It's a fast HDD with a good capacity. Seagate makes a Tried and true. reliable HDD. Its a great brand that can handle my	Data back ups of my main tower. XBOX One store	Transfer rate, RPM, capacity, price Brand and age. point. Reliability.
	60 i	2/13/2017	12/13/2017	7	2	48	OR	w	2	0	0	0	1	i	1	3	1	1	0	1	0	0		0	0	1	0	0	0	0	1	2	1	1	that can handle my business needs. I would feel confident in purchasing it. None	Extra storage when needed, its more convenient None	A brand I can trust to safely store my data None

respid	intervie	ew_start int	terview_end	LOI	Q15 : What is your gender? - What is your gender?	Q20 : Q20 - Please enter your age:	Q25_ABBR: in which of the following states do you live? In which of the following states do you live?	region	Q30 : Which of the following devices are you using right mow to take this survey? - Which of the following devices are you using right now to take this survey?	Q40_1: An advertising, public relations or marketing agency or advertising department of a company	Q40_2: A market research firm or a marketing research department of a company	Q40_3 : A company that makes computer hardware or accessories	Q40_4 : None of these	0 11 12 0 0 0 0 0 0	QSS: Considering any hard-drive(s) hat you purchased during the past six years, please	external or internal		Q65_2: Western Digital (WD)	Q65_3 : HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi	Q65_4 : Toshiba	Q65_5 : Other please specify	Q65_5_other: Other (please specify): k	Qi65_6 : Don't know/ Not sure	Q70_1:1T8	Q70_2:2TB	Q70_3:3TB	Q70_4:4TB	Q70_5:5T8	Q70_6 : Other		Q75: What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	ceil	4	sourining you were Ascumining you wo moridoring burying considering burying children and this type of hand-drive and the product costs approximately 579.00, how likely 579.00, how likely 579.00, how likely our unlikely would you be to buy the hand-drive shown on the product data sheets you just saw?	19 6 6 7 7 7 8 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	Q270 : in general, what have been the main case of the hard-divise() you bought in the Q225 : Any oth part for years? hard-drive use	Q280 : In general, what features or Q285 : A feat defive hard-drives do you or characteristics of hard-drives do you or characteristics of that you important when important when important when important when indeciding which deciding hard-drive to buy? hard-drive to buy?	ly other features teristics consider It when g which e to buy?
																																			Back in 2015, I did No, just needed: but it or the 1TB way of transferrin drives sold back. Riber from end with	None right now, I realty have no use for it after getting mone what I did back in 2015. It's just sitting here under some other computer stuff I own, I assemble desktop computers for people, and		
362	12/13		2/13/2017	14	1	69	М	MW	1	0	0	0	1	1	1	2	1	0	0	0	0	0		1	0	0	0	0	0	0	3	1	1	i	then from Amazon. to another.  i dont like that the i like the drive an fail rate is <8%. the memory makes me a little attached with the	built desktops. No	All I want it to do its work. No the failure rate and the price and dependancy on	)
364	12/13,	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	12/13/2017	7	2	27	NY	MW NE	1	0	0	0	1	1	1	3	0	1	0	0	0	0		0	1	0	0	0	0	0	5	2	1	3	nervous hardware  I'm not sure if I there's probably need another hard more storage that drive need	I use a hard drive to back up my	dependancy n	to use
381	12/13	3/2017 1	12/13/2017	5	2	47	TX	s	í	ō	0	0	1	1	1	2	1	1	0	0	0	0		1	1	0	1	0	0	0	i	2	1	3	It doesn't seem as portable as others Not sure	To store pictures Another to sto that I take as a pictures as a photographer backup		ne
389	12/13	3/2017 1	12/13/2017	11	2	51	GA	s	2	0	0	0	1	í	1	2	1	0	0	0	0	0		1	0	0	0	0	0	0	3	2	2	2	This hard drive would meet my personal needs. I trust Seagate.	I have movies, tv shows, pictures and personal items on it. None	The storage capability and compatibility I don't	. know
398	12/13	3/2017 1	12/13/2017	11	2	30	NY	NE	1	0	0	0	1	1	1	2	0	1	0	0	0	0		0	1	0	0	0	0	0	1	2	1	3	I don't know if I would need all that space, And The upton, It's to desktop and I open than on end off or reasons on the price. Less than I paid a number of		If I get one for my pst, it has to be compatible?73 and ny enough space for plenty of games. No	pe.
409	12/13	3/2017 1	12/13/2017	7	1	62	wi	MW	1	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	8	1	1	2	years ago for more A BRAND NAME storage. RECOGNIZE.	Backup of photos Remainder of and Quicken data. computer.	Capacity. No	10.
410	12/13	3/2017 1	12/13/2017	12	2	32	CA	w	1	0	0	0	1	1	1	3	1	1	0	0	0	0		0	1	0	0	1	0	0	2	1	1	2	would not get outdates  I'm not sure if it I generally use an would fit my needs trust another	files	size, compatibility with devices	
423	12/13	3/2017 1	12/13/2017	4	2	32	кү	s	1	0	0	0	1	1	1	3	0	0	0	1	0	0		1	0	0	0	0	0	0	2	2	1	3	I'm not sure if it I generally use an would fit my needs, trust another and I'm not sure brand so I would about the cost need to see versus the value.	saving pictures and video of family we		>
429	12/13	3/2017 1	12/13/2017	7	2	53	KS	MW	1	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	i	2	1	3	warranty 2 years more info on this more info sheet  It offers every thing	took from vhs to dvd no	easy to use reliable warranty pri Large memory, enod brand	20
452	12/13		12/13/2017	32	2	24	wi	MW	3	0	0	0	1	1	2	3	0	0	0	1	0	0		0	0	0	1	0	0	0	5	1	2	2	I need at a low cost There is nothing I have no need for this. I do not have a desktop none		good brand, affordable N e capacity and speed	
457	12/13			•		51	O.	w	-	Ü	•	Ü				2	0	•		Ü	Ü			1			Ü			0	•	1	2	•	I would like to try	To store business documents and		
464	12/13		12/13/2017	26 12	1	36 35	NC FL	s	2	0	0	0	1	1	1	2	0	1	0	0	0	0		0	1	0	0	0	0	0	1	2	2	1	The space that has new thing I like this type of I like the Hard drive specifications	music No Storage No	How many gb has N Capacity, spin cycled and heat noth	ing
468	12/13	3/2017 1	12/13/2017	4	1	56	MA	NE	2	0	0	0	1	1	1	2	0	1	0	0	0	0		0	0	1	0	0	0	0	i	2	1	3	Not sure if it is compatible with a laptop. No.	To back up my data so it doesn't get compromised or stolen. Not really.	The amount of The quali storage it has. hard of	y of the Irive.
469	12/13	3/2017 1	12/13/2017	4	1	22	CA	w	2	0	0	0	1	1	1	3	0	0	0	1	0	0		1	1	1	1	1	0	0	1	2	2	1	i like that it all in one and i think it is i would buy it jus one of the best out becuase it has there, brand is well more features tha known other ones	n there were for business use no	storing a lot of information not	sure
471	12/13	3/2017 1	12/13/2017	8	1	48	FL	s	2	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	2	2	1	1		storage of games work loads	its storage space no not	really
472	12/13	3/2017 1	12/13/2017	8	1	72	DE	s	2	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	2	2	1	5	Do not like Seagate, will only purchase Western Digital hard drives I no	Backing up files, saving photos and videos . no	Ease of use size	10
480 482	12/13, 12/13,	3/2017 1 3/2017 1	12/13/2017	6	2	35 47	CA TX	w s	2	0	0	0	1	1	1	3	0	i i	0	0	0	0		1	1	0	0	0	0	0	1 5	1	1	2	Price is a Seagate before an consideration it's a good product easy to use and affordable easy to use based on the information	Back up home computers and d back up my laptop : at work, no save documents and pictures no no, primarily	size and name none the brand thin storage n	it i can r of
489	12/13	3/2017 1	12/13/2017	5	2	50	IL.	MW	1	0	0	0	1	1	1	3	0	0	0	1	1	0 n	multiple brands	1	1	0	0	0	0	0	1	1	2	1	provided, the amount of storage and security would no, just the be a good value at amount of storage \$79 for the price	transfer for external documents for portable storage of portable use		pace and bility
490	12/13	3/2017 1	12/13/2017	5	1	65	FL	s	i	ō	Ó	0	1	1	1	2	0	i	0	0	0	0		1	0	0	0	0	0	0	1	1	2	3	Would have to look at other drives in WOuld depend o the same category competitive pricin	eneral data		

Part	respia	d inter	view_start in	nterview_end	LOI	Q15 : What is y gender? - Wha your gender	our r is O20 : O20 - Pie ? enter your ag	Q25_ABBR : In which of the following states do you live? - In which are of the following se: states do you live?	o h ? region	Q30 : Which of this following devices are you using right now to take this survey? - Whith the following devices are you using right now to take this survey?	: Q40_1: An advertising, public relations or marketing agency or advertising department of a company	Q40_2 : A market research firm or a marketing research department of a company	Q40_3 : A company that makes computer hardware or accessories	Q40_4: None of these	Q50 : Q50	QSS: Considering any hard-drivel); that you purchase during the past six years, please indicate the following:	Q60 : Please select the one statement that best applies for any hard- drive(s) that you b purchased in the past six years. I purchased an external or internal hard-drive	Q65_1:Seagate	Q65_2: Western Digital (WD)	Q65_3 : HGST, or its predecessors Hitachi Giobal Storage Technologis or Hitachi	Q65_4 : Toshiba	Q65_5: Other please specify	Q65_5_other : Other (please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2TB	Q70_3:3TB	Q70_4:4TB	Q70_5 : 5 T8	Q70_6: Other	Q70_7 : Don't know / Not sure	Q75 : What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell	Assurt consist this to this to this to this to this to this to the this to the thin to the thin this to the thin this to the thin this thin thin this thin this thin this thin this thin this thin this thin thin this thin thin this thin this thin this thin this thin thin thin thin thin thin thin thin	ining you were Assumin dering buying consider the purple of hard the yepe of hard with this typ we and the dirive product costs product costs product costs product costs product costs product costs or custimately approximately approximately approximately you be to buy the drive shown hard-drive shown hard-drive shown the product on the sheets you lust saw?	inity you were dering buying type of hard- we and the siduct costs eroximately (0, how likely would be to buy the drive shown the product is sheets you ust saw?	Q360 : Q360 - What makes you Q365 : Q365 - Apy say that you (answer from Q350) Q350 - Q350 Q350 Q350 Q350 Q350 Q350 Q350 Q350	Q270 : In general, within have been the main uses of the hard-direkel; you bought in the Q275 : An past six years? hard-diffe	Q280 : In gener what feabures : characteristics hard-drives do y consider mos important whe ry other e uses? hard-drive to bi	al, Q285: Any other of hard-drive features ou or characteristics that you consider in important when deciding which y? hard-drive to buy?
																																				·	If yet a proce trader or as a war to be separate to the separate process of the storage. If you the separate process of the storage, I bened, so these in also that has word processly only get a 1 yeur. I wanted for you get a 1 yeur. I wanted for	Makinji sua it 30 disvelor. Ladas platas al 30 disvelor. Ladas platas al 30 disvelor. Ladas platas al 30 disvelor. Ladas al 30 disvelor. Ladas al 30 disvelor. La contrato disvelor. La contrato disvelor. La contra	The transfer ra ny hard- the stongs, it stongs security all for the stone security all for the stone security all for clicker, external Hot, clicker, external Hot, g iddn't this one looks it	the size, one TB is usually enough for personal use, but I like having two TB just in case. The processor is extremely important as well, and this one is fast. The third thing I think is critically important is the
State   Stat	501				34	2	37		w	2	0	0																									warranty on the another external last drive I bought. hard drive. Seagate is a very	certificates, realize w contracts, etc. bought	hen I has all the righ t it. specs. how much dat	t is very easy to wipe.
State   Stat	507	12)	13/2017	12/13/2017	•	1	/3	1.4	,	1	Ü		Ü				3	Ü			Ü								Ü		Ü	1			2			Dack up ties no	they hold	no
State   Stat	508	12/	13/2017 1	12/13/2017	7	2	32	IL	MW	2	0	0	0	1	1	1	3	1	1	1	1	0	0		1	1	1	1	1	0	0	1	1	2		1	meet my storage needs. It's affordable	To use as a backup for files No	Capacity	Price
Part of the content	517 518	12/	13/2017 1 13/2017 1	12/13/2017 12/13/2017	6 5	1 1	27 40	IL IL	MW MW	2	0	0	0	1 1	1 1	1 1	2 2	0	1		0				0 1	1 0		1 0	0	1 0	0	2				3 2	of Western Digital external hard drives. However, Seagate is ranked second, although I in it is a somewhat have never bought decent price for from them before. only 3TB of space. It looks good No	store) all of my music and movies. I have bought at least 2 or 3 external hard drives in the last six years. photo sto store pictures &	Size, price, ani while most important orage. brand. umputer space & price	and well-reviewed the brand is. And d how soon the next tly "larger" size will be released.
State   Stat	520	12/	13/2017 :	12/13/2017	4	1	31	NY	NE	2	0	0	0	1	1	1	3	1	í	0	0	0	0		1	1	0	0	0	0	0	2	1	2				To store data, video, music, games, movies etc. No.	The size of teh	ice. e. I don't know. h
Proper	525	12/	13/2017 1	12/13/2017	32	1	36	VA	S	2	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	4	1	1	3			Media storage Nope	drive and wheth e it is SSD or SAT	ner 'A Nope
A S	532	12/	13/2017 1	12/13/2017	11	1	52	UT	w	2	0	0	0	1	1	1	2	0	1	0	0	0	0		0	0	1	0	0	0	0	3	1	1	3			backup no	price, capacity speed, durabili	ty no
Marke   Mark	533	12/	13/2017 1	12/13/2017	3	1	27	ОН	MW	1	0	0	0	1	1	1	2	0	0	0	i	0	0		1	0	0	0	0	0	0	1	1	2		3	to others no	store music and documents not re	rally storage space	speed
Marke   Mark	539	12/	13/2017 1	12/13/2017	4	1	27	MD	s	2	0	0	0	1	1	1	2	0	0		1	0	0		0	0	0	0	1	0	0	1	1			2	for a quality   like the specs that product   it has.	I use it to back up personal files. Non	price are the mr e important thin	ost a reputable brand
State   Stat	543	12/	13/2017 1	12/13/2017	4	1	32	CA	w	2	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	2	1	2		2	customization. I like the design. THE AMOUNT OF STORAGE FOR THE	Storage Convenie STORING DATA	ence Size	Design
Street Control 1	549	12/	13/2017 1	12/13/2017	•	1	44	wv	5	1	o o	Ü	U	1	1	1	2	1	1	0	0		0		1	1	0	0	0		0	1	2	2		1	Its a good price and the speeds are accentable for my it is a resultable	UCH AS PICTURES NON	: SPEED AND SIZE	E NONE
Sum of the control	557	12/	13/2017 1	12/13/2017	13	1	55	FL	S	1	0	0	0	1	1	1	3	0	0	0	1	0	0		1	1	0	0	0	0	0	1	2	1	2		it sounds like a	extra space for	ctures transfer	rate of failure
This base   This	558	12/	13/2017 1	12/13/2017	5	2	30	PA	NE	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	1	2	2		2		pictures and word documents save extr	a data the cost and size	ne reliability
This base   This	560	12/			7	1	38	w	MW	1	0	0	0	1	1	1	2	1	0	0	0	1	0	Samsung	1	0	0	0	0	1	0	1					SSD drives seem to be much more desizable. They are faster and prices are failing. However a regular mone that I can drive does work for really think of at large file storage, this imment. Have to have need and would consider price to be	Storage for music Just gener and my HD movie collection filer transfer to shows	'al back yw key Speed, Cost, ar . my main two	re not really.
56 1/1/1/2017 8 2 35 TX 5 2 0 0 0 1 1 1 3 0 1 1 0 0 1 1 0 0 1 0 0 1 2 2 0 million recommendation of the control	564	12/	13/2017 1	12/13/2017	6	1	73	FL	S	2	0	0	0	1	1	1	2	1	0	0	0	0	0		1	0	0	0	0	0	0	8	2	1	3		important no This have innovation it the Description its	from dvr no	price and storag	ge no
575 12/13/2027 7 1 50 VA 5 2 0 0 0 1 1 1 2 0 0 0 0 1 0 0 0 0 0 0 3 2 2 3 now/member define exception and processes prices.    15/13/2027 12/13/2027 7 1 50 VA 5 2 0 0 0 1 1 1 2 0 0 0 0 0 0 0 0 0 0 0 0	566	12/	13/2017 1	12/13/2017	8	2	35	TX	s	2	0	0	0	1	1	1	3	0	1	0	1	0	0		1	1	0	0	1	0	0	1	2	2		2	efficient and have relevant but i dont multi benefits like the price	storage	capacity	quality
590 12/13/2017 7 1 25 PA NE 1 0 0 0 1 1 1 2 0 0 1 1 0 0 0 1 2 2 Starage and far a facility from a darbidity from a facility fr	575	12/	13/2017 1	12/13/2017	7	1	50	VA	s	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	3	2	2		3	new internal HD did not see a price		ally storage size	price
	590	12/	13/2017 :	12/13/2017	7	1	25	PA	NE	1	0	0	0	1	1	1	2	0	0	1	į	0	0		0	1	1	0	0	0	0	1	2	2		2	storage and for a reasonable price not really	and save things from ancestry.com no	reliabibity, durability, cost a good reviews	and not really
	595 596	12/	13/2017 1	12/13/2017	6 4	2	41 59	OH NH	MW NE	2 2	0	0	0	1 1	i i	1 1	2 2	0	0	0	1 0	0	0			0	0	0	0	0	0	2 5	2 2	2 2			in to my mean	I have years of family pictures stored on my hard frive. Many family members are gone now, and everyone s always interested in old pictures no back up stors	i always look at i size age fast, reliable	My son always tells me that the the transfer rate is very important price

re	pid inter	view_start i	interview_end	LOI	Q15 : What is your gender? - What is your gender?	Q20 : Q20 - Please enter your age:	Q25_ABBR : In which of the following states do you live? - In which of the following states do you live?	region	Q30 : Which of the following devices are you using right now to take this survey? - Which of the following devices are you using right now to take this survey?	t Q40_1: An advertising, public f relations or marketing agency or advertising department of a	C Q40_2: A market y research firm or a marketing research department of a company	C40_3 : A company that makes h computer hardware or accessories	Q40_4 : None of these		Q55 : Considering any hard-drive(s) that you purchased during the nact six	drive(s) that you purchased in the past six years. I purchased an external or interna		Q65_2 : Western Digital (WD)	Q65_3 : HGST, or its predecessors Httachi (Global Storage Technologies or Httachi	Q65_4: Toshiba	Q65_5 : Other please specify	Q65_5_other: Other (please specify):	Q65_6 : Dan't know/ Not sure	Q70_1:1TB	Q70_2:2 TB	Q70_3:3TB	Q20_4:4T8	Q70_5:5T8	4 Q20_6: Other ku	Q70_7 : Don't	Q75 : What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?		hAorB: ** Stores whether reswhether sees A or R ** . ** Stores	on the product data sheets you	ssuming you were no sidering buying his type of hard- drive and the product costs approximately 79.00, how likely or unlikely would ou be to buy the Q260:	at you other reason or from you (answer	that the hard-drive(s) from you bought in the Q275 : Ar	Q200 in general, Q235. July other with features or Q255. July other with features or D255. July other with the define features have drives do you or characteristic consider more that you consider on that you consider your proportion when important when important when a proportion with the proportion of the proportion with the proportion of the proporti
																																			It seems	to have and price and ing that I only things t	rage I like to put my the music and photos nat I on these as a back	I really couldn't say anything else. I think that they are
	97 12/	13/2017	12/13/2017	9	2	57	NY	NE	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	4	2	2			reed at a would be ble cost. concerned of all the the brand na tions I am important. I for in a dependab		Just the space and all basically the id be it. the cost same.  the size, the up my warranty, and the the reputation of
	12/	13/2017	12/13/2017	9	1	60	CA	w	2	0	0	0	1	1	1	3	1	0	0	0	0	0		1	0	0	0	0	0	0	3	2	1	2	hard Bad exp with sea	drive product serience gate hard	and video files comp	ster ease of use the company brand must not be
,	05 12/	13/2017	12/13/2017	11	1	77	IN	MW	1	0	0	0	1	1	1	2	0	1	1	0	0	0		1	1	0	0	0	0	0	1	2	1	5		ves ke quality	data storage	seagate
	13 12/	13/2017	12/13/2017	7		45	WA	e	,	0	0	0	1		1	3	1	1	0	0	0	0				0	0	0			2	2	2		hard driv spec consister	es and the s are it with my The price ng needs reasonab	Storage of photos is and personal Storag e documents. retrieval	and Capacity and Noise when in finedia, durability, operation.
,	з щ	13/2017	12/13/2017	,		43	VA	3	3	Ü	Ü	Ü		•		3		1		ū	Ü	ū		1	ū	0	Ü	Ü	Ü	0	2	•	2		I THINK!	BECAUSE MORE	MOSTLY FOR STORING PHOTOS, DOCUMENTS PERSONAL THINGS THAT I REALLY	писы. останку. органоп.
	14 12/	13/2017	12/13/2017	5	2	57	PA	NE	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	1	0	0	0	0	2	2	2		ROBUST I AI 2 FUNCTII	FEATURES	SHOULD BE STORING IN THE CLOUD NO	COMPATABILITY SPACE AND SECURITY
																																			l like descripti product easy to		to back up personal items because I was	
•	15 12/	13/2017	12/13/2017	5	2	64	FL	s	2	0	0	0	1	i	2	2	1	0	0	0	0	0		0	0	0	1	0	0	0	1	2	2		2 not con	nfusing. no	getting a new laptop ne	has enough easy to install storage
	80 12/	13/2017	12/13/2017	15	1	35	RI	NE	2	0	0	0	1	1	i	3	1	1	0	0	0	0		i	i	0	0	0	0	0	1	1	1	3	I think rather ha in my o compute might be a data	desktop ir but this	Backup and storage and moving data from eap one system or Data dr server to another. syste	ves in Failure rate, speed, Price is also ms. size, and brand. important.
,	86 12/	13/2017	12/13/2017	9	1	26	MN	MW	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	1	0	0	0	0	3	1	1	2	it seems i value for and it lo quality	ike a good It is a product the price, would use of lock like a regular basis, product. seems very re	I have had problems with computers beauling down, and haven't backed everything up on an external drive. It's frustrating to lose blood on the computer beauting to the computer of the comput	Price and value it.  The top priority.  The size of the Meliability and offer leaf the Consolvation list.  most.
	14 12/	13/2017	12/13/2017	7	1	50	МО	MW	3	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	1	0	0	0	0	6	1	1	2	Not in th	ost needs None e market	Photo storage I dont	
	18 12/ 19 12/		12/13/2017 12/13/2017	7	1	48 58	PA AL	NE S	2	0	0	0	1	1	1	2	0	1	0	0	0	0		0	0	0	1	0	0	0 0	1 2	1	1	3 2	but it lo good p prices Dependi ne I would w review	roduct I right. no ng on my eds The price ant to see as from	To increase storage for my PS4 Pro no Storing data and photos No	
	56 12/	13/2017	12/13/2017	59	1	34	PA	NE	1	0	0	0	1	i	1	2	0	0	0	1	0	0		0	0	0	0	1	0	0	3	2	2		other purcha 3 pro	sed the	expand use of my computer no	good performance no
	57 12/	13/2017	12/13/2017	9	1	77 60	PA CA	NE W	1	0	0	0	1	1	1	2	1 0	1	0	0	0	0		1	0	0	0	0	0	0	2	1	2		need for 3 stor	is on my or more rage no ed a sata ive No	Backups, Storing photographs off site, Storing other video media no Music storage, photo backup No	Size, capacity per
	56 12/	13/2017	12/13/2017	6	1	60	IL	MW	2	0	0	0	1	1	1	3	1	0	0	0	0	0		0	0	1	0	0	0	0	3	1	2		option	ke a good I and is Seagate is a poly Inly priced. brand.	reat To backup and store data. No	Dependability and Price should be e size. reasonable.
	70 12/	13/2017	12/13/2017	4	í	30	PA	ME	1	Ö	Ö	0	1	i	1	3	1	1	0	1	1	0	Samsung	0		0	1	0	1	0	1	1	2			I would or more,	Media storage backup p (music, movies, files and video games) work	Long life, fast write- ersonal speed, reliable, backup quiet, does not run files too hot
			12/13/2017	6	1	58	мо	MW	1	0	0	0	1	1	1	3	0	1	0	0	0	0	Samseng	0	0	0	1	0	0	0	1	1	1	1	thats	a lot of for very no value	expand memory and lower computer work s rate thus allowing	power and work hrs no
																																				r \$79 yes I The size is wh	at i'm	I like the size first and then the speed but the make is Yes I like the sata
,	73 12/	13/2017	12/13/2017	9	1	58 54	ME AZ	NE W	1	0	0	0	1	1	1 2	3	0	1	0	0	0	0		0	0	0	0	0	0	0	5	2	2	1		nt it looking a sure of. None	For data mostly Yes for b To back up service files Stor.	Trustworthy in knowing its not
	77 12/	13/2017	12/13/2017	6	1	34 45	WA WA	w	,	٥		0	-		-	2			P	0				1	,	0		0	0	0	1	2			The spec within would r expect brand is k respect price poil the ss	s are well what i reed and and the nown and ted. The	storage of photographs and	speed stability and
	12)	,	,,	•	•	•			•	Ü	·		-	-	•	•	•	•	-		,	,		•	•	-	-	-	-	-	-	-	•				For storing files and programs for backup or for use	100
	78 12/	13/2017	12/13/2017	6	1	62	CA	w	2	0	0	0	1	1	1	3	0	0	0	1	0	0		0	1	0	0	0	0	0	3	2	2		I would o if it wa 3 portab	only buy it s a USB le drive	backup or for use between different computers	Portability, USB
	80 12/	13/2017	12/13/2017	4	1	51	LA	s	2	Ö	Ó	0	1	i	1	2	1	0	0	0	Ö	ō		0	1	0	0	0	ó	0	5	2	ž		it would o what oth were ava their spe 3 and p	er models ilable and cifications	to back up my home computers and smartphone pictures no	brand, price, amount of storage space no

res	oid inte	view_start	interview_end	LOI	Q15 : What is y gender? - Whi your gender	our tis Q20:Q20-Ples ? enter your age	Q25_ABBR : In which of the following states do you live? - In which se of the following states do you live?	) region	Q30 : Which of the following devices are you using right mow to take this survey? - Which of the following devices are you using right now to take this survey?	e t Q40_1: An advertising, publ of relations or marketing agen or advertising department of a company	c Q40_2: A market y research firm or a marketing research department of a company	t Q40_3 : A company a that makes h computer hardware or accessories	Q40_4: None of these	Q50 : Q50		purchased an external or internal		Q65_2: Western Digital (WD)	Q65_3 : HGST, or its predecessors Hirachi Global Storage Technologies or Hitachi	Q65_4 : Toshiba	Q65_5 : Other please specify	Q65_5_other: Other (please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2TB	Q70_3:3TB	Q70_4:4TB	Q70_5 : S TB	Q70_6 : Other I	Q70_7 : Don't know / Not sure	Q75 : What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell	hAorB: ** Stores whether respondent sees A or B **. ** Stores whether respondent sees A or B **	Assuming you serve Assuming you we considering burging considering points of the product costs approximately 579.00, how likely 579.00, how likely 579.00, how likely 679.00, how likely	0 2569 : Q260 - What makes you Q265 : Q365 : Q365 - Any you cheve reason that ganswer from Q250) Q250) Q250) Q250)	Q270 : in general, what have been the main uses of the hand offse(s) good bought in the Q275 : Any othe past six years? hard-drive uses	Q280 : In general, what if sharters or Q285 : Any other characteristics of hard-drive features hard-drives do you or characteristics consider most that you consider important when processing the deciding which of deciding which of deciding which of hard-drive to buy? hard-drive to buy?	
68	6 12	/13/2017	12/13/2017	10	1	27	NY	NE	2	0	0	0	1	1	1	2	1	0	0	0	0	0		0	0	1	0	0	0	0	5	2	1		I am not sure that need another 3TB hard drive. If I late of <8% sounds nebulous and one it would scary.		Reliability, storage capacity, and price/value. Power Usage	
65	9 17	/13/2017	12/13/2017		1	53	DE	5	,	0	0	0	,	1	1	2	1	0	0	0	0	0		1	0	0	0	0	0	0	1	2	1		the technical speciare a little beyond me, i generally loo at the size and lit is a very good price and would fill my need for an what i need and external hard drive the price.		at no there are not, size, price, and those are the compatibility important things	
66	4 17	/13/2017	12/13/2017	6	1	60	wv	s	,	0	0	0	1	1	1	,	1	1	0	1	0	0		1	0	0		0	0	0	1	2	1	,	the brand name quality	storing information	cneed no	
65	9 12	/13/2017	12/13/2017	35	1	63	м	MW	1	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	3	1	2	2	would be usable storage I need	safe back up none data-only drive	size of external drive Price	
71	2 12	/13/2017	12/13/2017	4	1	74	sc	S	1	0	0	0	1	i	1	3	0	0	0	1	0	0		1	0	0	0	0	0	0	4	1	2	3	I am not really a Seagate fan. none Three reason: Seagate has been a	principal PC Synching, backup desktop	dependability none	
						_												0			0	0										1	1	1	Segate fan. none Three reason: Segate has been a superior manufacturer of hard diriwed; the fact it has a <15/ failure rate/ the two year limited warranty, none	Replacement for a	Product reliability/ established company that stands behind its product/ great reviews from users. none	
/1		/13/201/	12/13/2017			57	NC	,	1				1		1		1							1			0	0			3				seagate has a good	storing movies and	fast access, high	
72	3 12	/13/2017	12/13/2017	10	1	57	TX	S	1	0	0	0	1	1	1	2	0	1	0	0	0	0		0	1	0	0	0	0	0	3	1	1	2	reputation none	pictures no	capacity, long life no	
72	8 12	/13/2017	12/13/2017	11	2	40	TX	s	2	0	0	0	1	1	1	3	1	0	0	0	0	0		0	1	0	0	0	0	0	1	1	1	2	l like the available No additional features and comments at this options time	The main uses is for personal and work None at this time.	performance, dependability e storage technology None at this time	
73	0 12	/13/2017	12/13/2017	10	1	33 32	NJ CA	NE W	1 2	0	0	0	1 1	1	1	2	1 1	1	0	0	0	0		1	1 0	0	0	0	1 0	0	1 2	1 1	2	3	I would need to know the RPM speed of the drive before deciding, couldn't seem to find that intermedian on the data sheet. Also would need to know the east. If also like to see prove of the drive is what the failure was interested in . rate of the drive is "\$1.2 affordshee on."	Personal storage of system backup of chies in case of the storage	Storage size and price per Gigatypic Far salyes. Speed of the drive, ppn of the platter, and cache the drive in an outcome of the platter, and come the drive in an outcome of the searching failure cache the drive in the drive	
/3	2 12	13/201/	12/13/201/	,	2	32	CA	w	2	U	0	0	1	1	1	2	1	U		U	U	0		1	0	0	0	U	0	U	2	1	1	2	it's attordable no	to store single sizes	price and capacity no	
75 75	-	/13/2017 /13/2017	12/13/2017 12/13/2017	9	1 2	59 18	NH FL	NE S	2 2	0	0	0	1 1	1 1	1 1	2 2	1 1	1 0	0	0	0	0		0	1 0	1 0	0	0	0	0	1 2	1 1	1 2	2	A 3T8 HD for 579.00 is a great deal. I would buy The storage cpacific it, if i had a med of 3 T8 is very for one. good. usefull efficient	I bought an external drive so that I had additional portable storage for ALL my devices and I bought and internal HD for my Just those two of securify system, store photos and make sposs other devices other devices.	The capacity is grimmy. The speed of data transfer of data transfer or security of the price is and reliability. Important too, storage quality	
76	5 12	/13/2017	12/13/2017	5	2	20	FL	s	2	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	1	0	0	0	0	3	1	2	1		I needed more storage in my computer because my storage offered limited amounts and in needer more to save my college work on no	easy storage, a great amount of storage space no	
77	6 12	/13/2017	12/13/2017	5	1	50	TN	s	3	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	0	1	0	0	0	3	2	2	4	The price the memory	capacity memory	price and memort memory	
77	7 12	/13/2017	12/13/2017	8	1	51	NH	NE	1	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	0	0	1	0	0	1	2	1	2	it will depend on the cost cost	it has been a combo of personal and business dont know	cost and size none	
78	2 12	/13/2017	12/13/2017	31	1	85	CA	w	1	0	0	0	1	1	1	2	1	1	0	0	0	0		0	1	1	0	0	0	0	3	2	2	2	This is a drive that I am familiar with and now own one. When I need a new Three TB is a Walke size for my consider this drive among others.	,	in Price, size 2 to 3 physical size 3 TB, and reliability of the device scuzzi reputation of product capacity of hard drive erics of	
78 78	5 12 6 12	/13/2017 /13/2017	12/13/2017 12/13/2017	15 7	1 1	65 59	FL OH	S MW	1 2	0	0	0	1 1	1 1	1 1	2 2	0	1 1	0	0	0	0		0	1 0	0	1 0	0	1 0	0	1 1	2 2	2 1	4	reasonable price none To large No	file storage of videos and music none Store photos Important file:	hard drive price of product none Speed No	
75	6 12	/13/2017	12/13/2017	9	1	52	TX	s	1	0	0	0	1	1	1	2	1	1	1	0	0	0		1	1	0	1	0	0	0	1	2	1	2	I like Seagate's and it's not a bad price. no this would	storage no, all in pc's	size, speed and reliability transfer rate	
80	3 12	/13/2017	12/13/2017	5	1	43	DE	s	2	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	0	0	1	0	0	1	2	1	1	this would definately solve a need i need more space its a good deal	pictures, documents none	speed, capacity, how long it will value serve me	
80	6 12 8 12	/13/2017 /13/2017	12/13/2017 12/13/2017	6 5	1 1	47 56	MI TX	MW S	1 1	0	0	0	1 1	1 1	1 1	3 2	1 0	0	0	0	0	0		1 1	0	0	0	0	0	0	1 2	2 2	1 2	2 2	decent, and would definitely serve my needs for home use. It might work Seagate is a for my business, trusted brand and but I'd probably go with something a with something a bit hoffier for that	For home use, mainly to store documents and video games, which can take up a LOT of space on my normal HD. For business, it is easier to store client records as well as a swell as documents related Mone that come to payroli. me offfmad Back up computer files None	How quiet it is, Size and transfer power draw, and to task. Especially for the amount of base personal use. It generates. Durability and price. None	

res	ipid inti	erview_start	interview_end	LOI	Q15 : What is you gender? - What is your gender?	r : Q20 : Q20 - Pleas enter your age:	Q25_ABBR : In which of the following states do you live? In which of the following states do you live?	region	Q30 : Which of the following devices are you using right now to take this survey? - Which of the following devices are you using right now to take this survey?	t Q40_1: An advertrising public relations or marketing agency or advertrising department of company	c Q40_2: A market y research firm or a marketing research department of a company	Q40_3 : A company that makes computer hardware or accessories	Q40_4 : None of these	Q a th di ds Q50 : Q50		260 : Please select the one statement that best applies for any hard- drive(s) that you purchased in the past six years. I purchased an taternal or internal hard-drive	Q65_1: Seagate	Q65_2: Western Digital (WD)	Q65_3 : HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi	Q65_4 : Toshiba	Q65_5 : Other please specify	Q65_5_other: Other(please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2TB	Q70_3:3TB	Q70_4 : 4 TB	Q70_5:STB	Q70_6: Other	Q70_7 : Don't know / Not sure	Q75 : What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell	Assuming you considering b this type of I drive and t product co approximat	0.A - Q2508: Q2508 - Q	19 (2020) 128 game  2020 10260 - COST 128 game  2020 10260 - COST 128 game  2020 10260 - COST 1286 game  2020 10260 - COST 1286 game  2020 10260 10260 - COS	cal, c on h of (s) (s) = Any other ? hard-drive uses? h	280. In general, white features or Q.285: Any other hand driven features and drives do you or characteristics consider round than you consider and they out consider deciding which deciding which ded-drive to buy?	
8	13 1	2/13/2017	12/13/2017	5	1	25	IN	MW	2	0	0	0	1	1	1	3	0	1	0	1	0	0		0	i	0	0	0	0	0	3	2	2	i	importain documents the don't want to the data speeds the quality of the placed on it and the price hard drive computer	tt I be Pr y Storing music and a audio files a	ice and quality of The feature proof if he storage and you may need it for long with speed more than 5 years.	
																																			The features of the hard drive are very designable. The control of the second of the s		Capacity and	
8	14 1	2/13/2017	12/13/2017	7	1	30	CA	w	1	0	0	0	1	1	1	3	1	1	0	0	0	0		0	1	1	0	0	0	0	1	2	1 1			storage n	ad/write speeds Maybe USB type	
8	23 1 35 1	2/13/2017 2/13/2017	12/13/2017	10	1	43 63	WA CA	w	1	0	0	0	1	1	1	3	0	0	0	0	0	0		0	0	0	1	0	0	0	1	1	i 3		were reimbursed not sre backup & ad it depends none storage	no II	value none size cost	
																																			Storing vide It looks very high games, docum	nts		
8	37 1	2/13/2017	12/13/2017	13	2	20	NY	NE	1	0	0	0	1	1	1	2	0	1	0	0	0	0		0	1	0	0	0	0	0	3	2	1 2		tech don't know and picture	no :	itoring capacity no	
8	46 1 49 1	2/13/2017	12/13/2017	6	1 2	61 27	NH NY	NE NE	2	0	0	0	1	1	1	3	1 0	1	0	0	0	0		1	0	1	0	0	0	0	3	1	2	3	If looks good and I like segate bot IT is waited by good amount to go community the segate bot IT is really performs in the field None File storage do irreally need IT alloo the colors are garish nope information information.	None s il uh nope si	peed failure rate no time machine to, ease of set up capable	
8	55 1 56 1	2/13/2017 2/13/2017	12/13/2017	12	1	21	MO LA	MW S	1 2	0	0	0	1	1	1	3	0	i 1	0	0	0	0		0	0	0	1	0	0	0	1	1	2	3	I have not done enough research on internal SGTA ended to do more before it form an opinion. Western Digital. to use it for be and it is good brand it will fit my needs up of the ha and it is good price well of the control of the ham of the ham of the control of the ham of the ham of the control of the ham of the ha	b I Nope.	interest offuse, with higher speeds recurses I transfer to faudio and video. Reliability, gh volume space light and and fast access convenient to use	
8	57 1 64 1 76 1	2/13/2017 2/13/2017 2/13/2017	12/13/2017 12/13/2017	11 6	1 1 2	68 58 21	NY NJ AZ	NE NE	1 1 2	0	0	0 0	1 1	1 1	1 1	2 2	1 1	0	0	0 0	0	0		1 0	1 0	0	0	0 1	0	0	3 1	1 1 2	1 2 2	2	Part experience indicates Segapa is volunte for the form of the fo	or P	Compatibility with  speed equipment.  speed equipment  speed requipment  speed in and  speed requipment  retrieval no  rice and storage  abilities No	
8	79 1	2/13/2017	12/13/2017	27	2	58	NY	NE	3	0	0	0	1	1	2	2	0	1	0	1	0	0		0	0	1	1	0	0	0	1	2	1 4		Purely for videotaped ba which eventuu Only buy what is viewed and t Dont need it. necessary. deleted.	kup ly is en F No. t	As I only use at home, the compact size is important eliable and easy and at a use and install. reasonable price.	
8 8	85 1 86 1	2/13/2017 2/13/2017	12/13/2017 12/13/2017	S S	1 2	36 32	MN CA	MW W	2 2	0	0	0	1 1	1 1	1 1	2 3	0 1	i i	0 1	0 0	0	0		1 1	1 1	1 0	0 0	0 0	0 0	0	1 1	2 1	2 2 2	2 1	the configuration stores in the data these is machining what in feed but I may look for price is agapte is my best storing moving the price bargain truncted band like the features no back up storing consol water or price range storing moving the price is a storing the price is a	s, c sic se no keep family pictures and to keep scans p	apacity, size and price storage loading time	
	., .	.,,,	12/13/2017	,	•	**	ux.	,	•	Ü		Ü	•	•		•	Ü	Ü	Ü	•	Ü					Ü	•	Ü		ŭ	•	•	•	•	depends on the price of others like like other storage in cs		the and capacity to and must	
8	91 1	2/13/2017	12/13/2017	6	1 2	48	NY FI	NE S	1	0	0	0	1	1	1	3 2	0	1	0	0	0	0		1	0	0	0	0	0	0	2	2	2	3	Western Digital company/makers desktop or lay which I like better better dies company to the com	op randomware attacks	size of storage compatability  The space A lot of space	
							-			-		0																					1 2	•	Just to have extra Pictures, sch one in my documents a	ol od	Price and snare Portability	
8	98 1	2/13/2017	12/13/2017	6	2	41	TX	s	2	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	8	1	1 2		The price. household. some musi- Has lots of space, and aspects about down my no it that would make index which is me consider it No LOTS of		Portability.	
9	00 1	2/13/2017	12/13/2017	4	2	25	AZ	w	1	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	0	1	0	0	0	2	2	2	2	me consider it No LUTS of	uff	Company No	
9	01 1 06 1	2/13/2017 2/13/2017	12/13/2017 12/13/2017	9 5	2 2	28 44	AZ NY	W NE	3	0	0	0	1 1	1	1 1	2 2	0	0	0	i 0	0	0		0	1 0	0	0	0	0	0	1 2	2 2	1 1	2	Looks like a on my compu- Looks like a and need my product I need No room Alot of storage Easy Extra storage		The drive No Size and price Brand	
	.,	24200:-	42 (42 (	_			-	_		_						3				,	0	0				,						2	2	2	For long-ter storage. Coll Its sleek and seems paper and easy to install Mope related docum Storage an Best price by far Large size backup	ge urk	If its portable, whether or anot it storage and needs an outside compatibility power source.  Nothing comes to	
9	1 25 1	2/13/2017 2/13/2017	12/13/2017	7	1	39	TX	s	2	0	0	0	1	1	1	3	1	1	0	0	0	0		1	0	0	0	0	0	0	2	2	1 1	2	easy to install Mope related docum Storage an Best price by far Large size backup	No No	Nothing comes to Stability mind	
																																			I'm not sure if I really needs right			
9.	27 1	2/13/2017	12/13/2017	4	2	42	AZ	w	1	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	1	0	0	0	0	5	2	2	3	now. I'm not going To do my chor to school anymore Not really the college m	inly Not really	Affordable Not really	
9	34 1	2/13/2017	12/13/2017	5	1	38	MD	s	1	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	3	1	2	2	Overall, this seems I know that this like a quality hard company is a To upgrade drive option, at a leader in the field storage capab fair price. of hard drives. of my produ	Sy ha ne ties ss. none	seed in which the rd drive can read information, a large storage apability, and a good price. none	

respid	iterview_start	interview_end	LOI	Q15 : What is you gender? - What i your gender?	Q20 : Q20 - Pleas	Q25_ABBR: In which of the following states do you live? - In which of the following states do you live?	region	Q30 : Which of th following devices are you using righ now to take this survey? - Which o the following devices are you using right now to take this survey?	t Q40_1: An advertising, publ relations or marketing agenc or advertising department of a	lic Q40_2 : A marke y research firm or marketing resear department of : company	et Q40_3: A compan a that makes ch computer a hardware or accessories	Q40_4: None of these	q50: Q50	Q55 : Considering any hard-drive(s) that you purchased during the past six years, please indicate the following:	Q60 : Please select the one statement that best applies for any hard- drive(s) that you purchased in the past six years. I purchased an external or internal hard-drive	Q65_1:Seagate	Q65_2 : Western Digital (WD)	Q65_3 : HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi	Q65_4 : Toshiba	Q65_5: Other please specify	Q65_5_other: Other (please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2TB	Q70_3:3TB	Q70_4:4TB	Q70_5 : 5 TB		Q70_7 : Don't now / Not sure	Q75 : What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell	hAorB: ** Stores whether respondent sees A or B ** -* Stores whether respondent sees A or B **	Q250A : Q250A - Assuming you were considering buying this type of hard- drive and the product costs approximately 579.00, how likely or unfilledly with hard-drive shown on the product data sheets you just saw?	QSS0B: QZS0B - Assuming you were considering buying this type of hard- drive and the product costs approximately S79.00, how likely or unlikely would you be to buy the hard-drive shown on the product data sheets you just saw?	Q260 - Q260 - what What makes you Q265 - Q056 - Q0 the you what you other reason that the high greater from you (persent from you Q250) Q250) pace	: In general, have been halfe uses of and-drive(s) ought in the Six years? Aprocher six years? hard-drive uses?	C280: in general, what features or C285: Any other characteristics of hard drive features consider most important when deciding which hard drive to buy? hard drive to buy?
937	12/13/2017	12/13/2017	5	2	41	GA	Ś	2	0	0	0	1	1	1	2	1	0	0	0	0	0		0	1	0	0	0	0	0	1	1	1	3			storage and sonal files Gaming downloads	s space brand
939	12/13/2017	12/13/2017	10	2	48	WA	w	2	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	2	1	2		1	price no ext	ra storage no	easy to use no
940	12/13/2017	12/13/2017	7	1	42	CA	w	1	0	0	0	1	1	1	2	1	1	0	1	0	0		0	0	0	1	0	0	0	2	1	1	1		3 tb is good The gigs Have I am looking for a 4 3 tb for \$80 is to 5tb hdd for Storag cheap \$100	more space None	The gig space Speed space size and i its
947	12/13/2017	12/13/2017	6	1	34	NY	NE	1	0	0	0	1	1	1	2	0	0	0	1	1	0	samsung	0	1	0	1	1	0	0	1	1	2		2	cheap \$100	vids editing video files	7200 rpm brand of the maker
948	12/13/2017	12/13/2017	6	1	23	NV	w	3	0	0	0	1	i	1	2	0	1	0	0	0	0		0	i	0	0	0	0	0	2	1	i	2		necessarily need it Don't know for go	onal storage More space for ime console music	One that is relabile and can last No
952	12/13/2017	12/13/2017	7	2	38	co	w	2	0	0	0	1	1	1	2	0	1	0	0	0	0		0	1	1	0	0	0	0	2	1	2		3	experience with the Seagate brand, I can find perso so, I'm kinda something similar inform skeptical in other brands and p	nal, storage nation, music ersonal files no	capacity TB, brand, price none
955	12/13/2017	12/13/2017	11	2	45	CA	w	2	0	0	0	1	1	1	2	0	i	0	0	0	0		1	0	0	0	0	0	0	2	1	2		3	I sue my by my by by you you you you you you you you you yo	It to back up and drive in some processing strong because justices and processing the processing of th	Ves, I am looking for value based on the amount of the amo
958	12/13/2017	12/13/2017	4	2	37	м	MW	1	0	0	0	1	1	2	2	1	0	0	0	0	0		1	0	0	0	0	0	0	2	1	1	2		It's a reasonable price for the product no to st	ore photos no	storage space no
																																			Because it has a lot of storage space Mes	Sia storage	
961	12/13/2017	12/13/2017	7	1	44	FL	S	1	0	0	0	1	1	1	2	0	1	0	0	0	0		0	0	1	0	0	0	0	2	1	1	2			sic, video, otos, doc Western digital	USB 3.0 Backup Capacity, speed, Company price, brand, specs, experience and
965	12/13/2017	12/13/2017	11	1	56	AL	s	3	0	0	0	1	1	1	2	1	0	0	0	0	0		0	0	1	0	0	0	0	4	1	2		2	security Speed impo	rtant to me Archiving	price, brand, specs, experience and etc reputation
967	12/13/2017	12/13/2017	3	1	37	TX	,	,	0	0	0	1	1	1	2	1	0	0	0	0	0		0	0	0	1	0	0	0	1	1	2		,	it's about the dat standard price for video 3TB right now no	a storage, games, data harkun nn	price, amount of storage and reliability no
975	12/13/2017	12/13/2017	22	2	58	NY	NE	1	0	0	0	1	1	1	2	0	1	0	0	0	0		0	0	0	0	1	0	0	3	2	1	1		has a lot of storage good price p	oictures powerpoints	storage capacity price
976	12/13/2017	12/13/2017	8	1	39	VA	s	2	ō	0	0	1	1	1	3	1	0	1	1	0	0		1	0	1	1	0	0	0	1	1	1	2			novies, video and trailer torage Pictures	Space, compatibility, physical size, cache Brand
																															1	1	3		People have some I'm more of a fan many complaints of western digital drives about seagate Saving drives drives	pictures and no hard drive	brand name and
982 986 989	12/13/2017 12/13/2017 12/13/2017	12/13/2017 12/13/2017 12/13/2017	9	1 2	61 25	CO MI	W	2 3	0	0	0	1 1	1 1	1 1	2 2	1 0	1 1	0	0	0	0		1 0	1 0	0	0	0	0	0	2	1 1	1 2	3		It was not clear the capac capacity of the 2nd up drive; These HDD deve are for Desktops or driv	videos issues hall drive (III bitly) to back individual iss external re (2tb) to rect to Wifi with for online internal 256gb SSD torage for two laptops pages for	Capacity, fast transfer rate, SSD (when possible) such for space saving Quick
1001	12/13/2017	12/13/2017	5	1 2	72 37	NJ AL	NE S	2	0	0	0	1	1	2	2	0	1	0	0	0	0		1	0	0	0	a a	0	0	7 2	2	2		2	It depends on the size on if I would Stor.	ore photos d backup ormation no sage for pics d movies None	cost, storage capacity, ease of use small size  Price and quality None
																																			The amount of for me good for home storage it can hold hom	ovies, videos,	the cost, the value I am getting out of it. how much
1021	12/13/2017	12/13/2017	6	2	25	MN	MW	1	0	0	0	1	i	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	3	2	2		2	servers and is more than pow desktops. enough for me. p	rojects. the xbox one.	storage it can hold none that are not and if it is portable. already listed.
1024	12/13/2017	12/13/2017	11	2	29	OR	w	3	0	0	0	1	1	1	3	1	0	0	0	0	0		ō	ō	1	0	0	0	0		2	1	4		I tracoid rather use Its modify due to an external hard. The fact that followers are interested in the fact that followers that it can use not have a deskipp of the fact that followers are interested in the computer which is not that or one is like when the computer which is not that or one is like when the computer which is often that is not computed to compute the computer of t	ng music and source colone to colone the colone to colone the colo	The size is a big factor, i want to the size is a big factor, it want to the size of the s
1027	12/13/2017	12/13/2017	7	1	36	PA	NE	1	0	0	0	1	1	1	3	1	0	0	0	0	0		0	1	0	0	0	0	0	3	2	2		3	improvement consider them more	capabilities just storage mostly	amount of memory nerformance

			nd LOI	Q15 : What is yo gender? - What	sur is Q20:Q20-Pleasa	Q25_ABBR : In which of the following states do you live? - In which of the following states do you live?		Q30 : Which of the following devices are you using right now to take this survey? - Which of the following devices are you using right now to	Q40_1 : An advertising, public	Q40_2: A market research firm or a marketing research department of a	t Q40_3 : A company that makes h computer hardware or accessories	Q40_4: None of	in the	QSS : Considering any hard-drive(s) sat you purchased uring the past six years, please indicate the	past six years. I purchased an external or internal	Q65_1: Seagate	Q65_2 : Western Digital (WD)	Q65_3: HGST, or its predecessors Hitachi Global Storage Technologies or	Q65_4 : Toshiba	Q65_5 : Other	Q65_5_other : Other (please specify):	Q65_6 : Don't	Q70_1:1TB	Q70_2:2TB	Q70_3:3TB	Q70_4:4TB	Q70_5 : 5 TB	Q70_6 : Other I	Q70_7 : Don't know / Not sure	Q75 : What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?		A 0	Q250A : Q250A - ssuming you were Ac onsidering buying o this type of hard- drive and the product costs approximately 579.00, how likely 50 or unilikely would you be to buy the hon the product data sheets you data sheets you	ssuming you were onsidering buying his type of hard- drive and the	CDS: 10265 - Any that have been confidence on the confidence on th	Q280 : In general, what features or characteristics of hard of the characteristics of hard of the consider most that you can be a support to the consideration of the	Any other se features acteristics acteristics ant when ng which
1028	12/13/201	12/13/2017		your genaerr	33	GA GA	S	2	0	0	0	1	1	1	2	0	1	0	0	0	o 0	know/ Not sure	0	1	0	0	0	0	0	6	1	2	just sawr	Great price for 3tb	A size im looking for Video backup Doc	Hard drive uments spaceand price No	one
																																		trust the brand for its quality and right	for home use store personal i like the quality documents and and capacity videos pictures	easy to install instructions and	
1033	12/13/201	12/13/2017	7 13	2	42	MD CA	s w	1	0	0	0	1	1	1	2	1	1	0	0	0	0		1	0	0	0	0	0	0	1	2	1	2	capacity specs and pricing are good	and capacity videos pictures would likely fit my needs extra storage dor	no capacity its qu 't know size and reliability or	
1063	12/13/2017	12/13/2017	7 4	1	37	CA	w	2	0		0	1	1	1	2	0	1	0	0		0		0	0		1	0	0	0	8	2	1	5	I have no need for	No need file backup	read & write no speeds, size price n	no
																																			To save important		
1066	12/13/2017	12/13/2017	7 20	2	39	AL	s	2	0	0	0	1	1	1	3	0	0	0	1	0	0		1	0	0	0	0	0	0	6	1	1	1	Because it is a little better than what I have now.	more capacity. software.	e personally n my hard No other rive. It is the space. that I can	r features n think of.
1069	12/13/201	12/13/2017	7 9	2	52	NJ	NE	1	0	0	0	1	1	1	2	1	0	0	0	0	0		1	0	0	0	0	0	0	1	2	1	2	the data base security	the realiability of the companies long success for storage	the amount of space, speed, size no and cost n	no
1075	12/13/201	12/13/2017	7 9	1	69	TX	S	í	0	0	0	i	1	1	3	0	1	0	1	0	0		1	0	1	0	0	0	0	3	1	2		2 option.	Backing up all files on my destings on one of the and backing up business documents on a destination of the analysis of the an	covers all some of use and Brand find tuses. Capacity a consistent capacity a consistent capacity and consistent capacity and consistent capacity and consistent capacity and consistent capacity capacity.	nust is also ideration
																																		Excellent product description and relevant information.	Large capacity storage of No further important and No	lurther Reliability, speed No fu	urther
1086	12/13/2017	12/13/2017	7 12	1	51	UT	w	3	0	0	0	1	1	1	3	1	1	0	0	0	0		1	1	0	0	0	0	0	1	2	1	1	information.  I like that it has a lot of to but I	comment. critical data files. co	nment. and overall quality. comm	ment.
4000	42/42/2004	12/13/2017	7 6	2	25	***	N.C.	2	0		0	1	1	1	3	1	1	0	1	0	0		0	0		1	1	0	0	1	1	i	2	explore more options before I commit to buying it	No that is the main To store pictures reason and videos of family I u	The ammount of The colo storage and the way it loo e it all durability into pla	oks comes
1090	12/13/201	12/13/2017	-	2	35	NY	NE	2	0	0	0	1	1	1	2	1	1	0	0	0	0		1	0	0	0	0	0	0	2	1	1	1	Its a great price	its very useful To store large files	No It is easy to install N	No
																																		The specs are top notch and thats a fair price on the	Data speeds Separation of work	Power	
1099	12/13/2017	12/13/2017	5 5	1	24	NY	NE	3	0	0	0	1	1	1	3	1	0	0	1	0	0		1	1	0	0	0	0	0	1	1	1	2	tair price on the current market	suitable for my and private data to uses separate drives Ba	consumption, size, ckups compatibility Data tran	nsfer rates
1107	12/13/201; 12/13/201;	12/13/2017	7 9	2	50	AZ MS	w	1 2	0	0	0	1	1	1	2	1 0	0	0	0	0	0		1 0	0	0	0	0	0	0	3	1	1	4	Its capacity seems too small compared to what I have purchased in the past.  SAFE AND SECURE PRODUCT WITH OVER 30 YEARS OF SERVICE IN THE COMPANY	Have not had any travel on had any travel on had any travel on had a fact of the had	Its storage capacity and it's price are two important factors. Also band name and quality art storing affect my decision ments. on what to buy.  DATA CAPACITY AND CONSUMER TECH NO REVIEWS SUP	name and y of the and. HNICAL PORT
1112	12/13/201: 12/13/201:	12/13/201:	7 7	1	30 39	OK CA	s	2	0	0	0	1	1	1	3	0	1	1 0	0	0	0		٥	1	0	1	0	0	0	1	1	2	3	I'm actually not a fain of seagatethey have failed me too many time. I prefer western digital.	General back up and also for work No other reasons files that are large No o nopenothing strictly for media nope other than what i storagepictures, other already stated. music and movies. alrea	The amount of specie it can hold and how bong it is sometiment of the specie it can hold and how bong it is sometiment of the species is sometiment of the species in the species are well in a species as well in the size, it is species as well in the species are well in the species in the sp	no st plays a ctor.
1124	12/13/2017	12/13/2017	7 35	1	35	AL	s	2	0	0	0	1	1	1	3	0	1	1	1	0	0		1	1	0	0	0	0	0	2	2	1	1	more informative and detailed	first because its storing photos attention grabbing videos video games I cant and appealing and documents rig	the amount of emember space, speed, it now reliability dura	ability
1127	12/13/201	12/13/2017	7 5	1	50	ОН	MW	3	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	1	0	0	0	0	3	2	1	2	It seems like it		lone Price, storage Ease	of use
			_																															I have no information on the size of the hard	Extra hard drive for storage and to	Manufacturer, specifications and	
1129 1134	12/13/201	12/13/2017	7 6	2	62 37	FL PA	S NE	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	1	0	0	0	0	1	2	2		would work very well with my desixtop I have no information on the size of the hard A drive Nothing is wrong with it it is made by a company I trust	storage and to backup OS Not enough The memory storage	no size n Ione None No	one
1168	12/13/2017	12/13/2017	7 10	1	20	NC	s	2	0	0	0	1	1	1	2	1	1	0	0	0	0		1	0	0	0	0	0	0	2	2	2		company I trust and the price is not 2 bad	they are usually none slow	the space and one speed no	one
1174	12/13/2017	12/13/2017	7 6	1	43	DE	s	2	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	3	2	2		2 good quality	better then others photo storage	no storage n	no
1181	12/13/2017	12/13/2017	7 8	2	53	ОН	MW	1	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	0	1	0	0	0	1	1	2		Has great specs 2 and is innovative	To store pics and No movie	No Speed N	No
1210	12/13/201	12/13/2017	7 13	1	65	LA	s	1	0	0	0	1	1	1	3	0	1	0	0	0	0		1	0	0	0	0	0	0	1	1	2		It appears to be a good buy. But I would want to shop around 3 before I commit. the price isnt too		Capacity, Easy to I do loo se, yet. use. Price. brand	ok at the d name.
1231	12/13/2017	12/13/2017	7 10	2	39	М	MW	2	0	0	0	1	1	1	3	0	0	0	1	1	0	scandisc	1	0	0	0	0	1	0	1	2	2		bad for what you 2 recieve.	its made br a good business and brand pleasure use. picture	price, brand and s and files specs n	no
1233	12/13/201	12/13/2017	7 5	2	26	FL	s	2	0	0	0	1	1	2	2	0	0	0	1	0	0		0	0	0	1	0	0	0	2	1	1	2	Sounds like a great price for a lot of memory	to back up my primary taptop in case of internal Don't know malfunctions	storage and ease of no use n	no

respid	I interview_	start inte	rview_end	LOI	Q15 : What is you gender? - What i your gender?	ur is Q20 : Q20 - Pleas enter your age:	Q25_ABBR : In which of the following states do you live? - In which e of the following states do you live?	region	Q30 : Which of the following devices are you using right now to take this survey? - Which on the following devices are you using right now to take this survey?		ic Q40_2 : A marks y research firm or marketing research department of a company	et Q40_3 : A company at that makes ch computer a hardware or accessories	y Q40_4 : None of these		Q55 : Considering any hard-drive(s)	Q60: Please select the one statement that best applies for any hard- drive(s) that you purchased in the past six years. I purchased an external or interna hard-drive	t : : Q65_1:Seagate	Q65_2: Western Digital (WD)	Q65_3 : HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi	Q65_4 : Toshiba	Q65_5 : Other please specify	Q65_5_other : Other (please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2TB	Q70_3:3TB	Q70_4:4TB	Q70_5:STB (		Q70_7 : Don't know / Not sure	Q75: What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell		ssuming you went onsidering buying this type of hard- drive and the product costs approximately 579.00, how likely or unlikely would you be to buy the hard-drive shown on the product data sheets you just saw?	approximately y 579.00, how likely or unlikely would y own be to buy the hard-drive shown on the product data sheets you just saw? Q250)	Q270 : what to what to the reason that the hat ou (answer from you bo Q250) past s	: In general, have been sian user of and-drive(s) ught in the Q275 : Any ott six years? hard-drive use	Q280: in general, what features or characteristics of hard-drives do you consider most important when deciding which hard-drive to buy?	Q285 : Any other hard-drive features or characteristics that you consider important when deciding which hard-drive to buy?
																																			Price was my main consideration when I purchased	backu	up before		
1242			/13/2017	6	2	62	TX TV	S	1	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	2	2	1	5	one.	secoure you have	lating OS none	price	none
1283	12/13/20	017 12,	/13/2017	6	1	37	sc	s	3	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	2	1	2		Good price and lots 1 of space.	Games Nope st	s and movie torage Pictures and fi	les Size	Speed
1284	12/13/20	017 12,	/13/2017	4	2	44	ст	NE	1	0	0	0	1	1	2	2	0	1	0	0	0	0		0	0	1	0	0	0	0	2	2	1	2	It is inexpensive and the specs are awesome	no store	e pictures no	so I don't have to worry if my computer dies	no
1293	12/14/20	017 12,	/14/2017	36	1	70	AL	s	1	0	0	0	1	1	1	3	1	1	0	1	0	0		0	1	0	1	0	0	0	1	2	i	2	Good brand, good specs on the drive, positive experience with the brand before (multiple times)	Data custor VER Sol insta price seems (AllData reasonable OnD	estorage, emers files, RY large oftware sallations ca / Mitchell general stora, Demand) and usage	7200 RPM, warranty, brand, ge price, read/write rates	n/a
																																			interface and capacity the bigget reasons. I trust the brand. Seems solid and 9 1 great value I do need that large of a hard date.		None so far . To , an external more of a safe blanket . In ne one compatible p , mostly . this one	1000	Trusted brand and
1313	12/14/20	017 12,	/14/2017	9	1	46	ку	S	3	0	0	0	1	1	1	3	1	1	0	0	0	0		0	0	0	0	1	0	0	2	1	2		1 great value I do not need that	specs Backup	p , mostly . this one	criteria	value , for sure
1334	12/14/20	017 12,	/14/2017	10	1	67	ТХ	S	1	0	0	0	1	1	1	3	0	1	0	0	0	0		1	0	0	0	0	0	0	6	2	1	4	large of a hard drive	none ba	ack-up no	warranty	none
																																			I would review all other products compared to this	have us a back o imp docume	most part, I sed them as up drive for portant ents, photos		
1339 1340	12/14/20		/14/2017 /14/2017	6	1 2	53 68	AL FL	s s	1	0	0	0	1	1	1	3	1 0	0	0	0	0	0		0	0	0	0	0	0	0	2	1 2	1 2	3	one want to read 3 reviews	No and sto none info	d videos No ore my backs everyth ormation up	Storage capacity ing ease of use	Not really price
																																			if i had the meses	movie	ior music		
1344	12/14/20	017 12,	/14/2017	8	2	35	TN	S	2	0	0	0	1	1	1	3	0	1	0	1	0	0		0	1	0	1	0	0	0	2	2	2		to spare it would 2 be a deal.  I have not had good luck with		is, rusumes, d others no nal storage, notos, files,	the space storage capacity,	none
1346	12/14/20	017 12,	/14/2017	9	1	76	FL	s	1	0	0	0	1	1	1	2	1	i	0	0	0	0		0	1	0	1	0	0	0	1	1	2		Seagate drives in 4 the last few years	no f	ms, backup files. no	USB compatibility, speed, brand in that order.	reliability from past experience
1366	12/14/20	117 12	/14/2017	10	,	30		MW	3	0	0	0	1	1	,	2	0	1	0	1	0	0		1	0	0	0	0	0	0	7	1	1	2	It's cheaper than what they used to if he	Not more storage To k or a lower price of compu my old one clean o extra st	keep my uter pretty	Just the size and	No
1367	12/14/20	017 12,	/14/2017	9	1	22	FL	s	2	0	0	0	1	1	1	2	1	0	0	0	0	0		0	1	0	0	0	0	0	3	2	1	2	it fitsany computer, quality brand	extra st would look for a is se sale scho	torage that ecure for oolwork pictures	quality and storage capacity	i do not know
																																			It seems standard issue compared to		ive been the	Spood and	
1368 1372			/14/2017 /14/2017	4	1	37	NY	NE	3	0	0	0	1	1	1	3	1	1 0	0	1	0	0		0	1	0	1	0	0	0	2	2	1 2	2	others. It looks like a great	ot sure if I would. mai		me. reliability.	Price also.
		J1/ 12,	/14/201/	*	2	41	IN	MW	1	0	0	0	1	1	1		0	o o		1	0	U		0		U	0	1	0	0	2	1			1 product	na extra space doent need it at game	a storage na o for video ne system torage videos	stoage spacw	brand reviews
1374	12/14/20	017 12,	/14/2017	21	1	34	МО	MW	2	0	0	0	1	1	2	2	1	1	0	0	0	0		1	0	0	0	0	0	0	1	2	2		4 money concens  Good specs and			reliabiltey	size
1375 1391	12/14/20 12/14/20	017 12, 017 12,	/14/2017 /14/2017	5 4	1 2	41 27	TX MI	S MW	1 2	0	0	0	1	1	1	3	1	1	0	1	0	0		0	1	0	1 0	0	0	0	1 2	1	2 2		price would work t well for my needs dont need it not sure I really	operating work in imperature range environ is good pri ust dont need it str may be overkill for store p my needs doo	onment for for cad rojects programmin torage no	cycles, temp range, g rw speed none	warranty none
1396	12/14/20	017 12,	/14/2017	5	2	56	IL	MW	1	0	0	0	1	1	1	2	0	1	0	0	0	0		0	0	1	0	0	0	0	3	1	2		need that and would like to know i 3 the price	nay be overkill for store p my needs doo	photos and cuments none	capacity and price	security
1404	12/14/20	017 12,	/14/2017	5	2	60	NY	NE	1	0	0	0	1	1	2	2	1	0	0	0	0	0		0	0	1	0	0	0	0	2	1	1	2	If I had a need for a drive with that much capacity, I would probably buy it	Back	kup data No	Space	no
																																						Just space for putting pics and files on that I don't	
1409	12/14/20	017 12,	/14/2017	5	2	45	UT	w	2	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	6	2	1	2	The cost is pretty cheap	Just ext las good memory s	tra storage space No	need to store on my computer.	Speed
1435	12/14/20	017 12,	/14/2017	4	1	50	FL	s	1	0	0	0	1	1	1	2	1	0	0	0	0	0		0	0	0	1	0	0	0	3	1	1	2	had power I needed	general options I needed Word	computing, and Excel internet	working, not failing	lighting
																																			It sounds like a good product for	back	k up and	size, speed, and	
1443 1449	12/14/20		/14/2017 /14/2017	4	1	35	IA OU	MW	2	0	0	0	1	1	1	3	1 0	1	0	0	0	0		1	1	0	0	0	0	0	1 2	1	1	2	what i would need. not sure if I need it	nope, that is it. store	age uses no that is it ut of room billing	quality price and size	no
1449	12/14/20	J1/ 12,	/14/201/	5	1	4/	ОН	MW	1	U	0	0	1	1	1	2	0	o o		1	0	U		U	1	U	0	o .	0	0	2	1	1	3	not sure if I need if		nolure for	speed, capacity,	none
1472	12/14/20	017 12,	/14/2017	6	2	42	MI	MW	1	0	0	0	1	1	1	2	i	i	0	0	1	0	Samsung	1	0	0	1	0	0	0	1	1	1	1	That is a great price	web playing no word p	surfing, games, and processing watching vide	warranty, whether it is internal or os external	don't know
1473	12/14/20	017 12,	/14/2017	5	í	42	NY	NE	1	0	0	0	1	1	1	2	0	1	0	0	0	0		0	1	0	0	0	0	0	4	1	2		It seems like a good price but I would first want to look at outcomer reviews to see how people rate this hard drive.	No. d	as back-ups main hard drive. No.	Aside from size, I look to see what the failure rate has been.	No.
1480	12/14/20	017 12,	/14/2017	4	2	35	NE	MW	2	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	2	1	1	2	It sounds trustworthy, I like that it can go to 6TB, works with legacy systems	iot really, I would maybe buy one to try it out for my needs if the price Storing I were right pl	files, music, ihotos No	Reliability, speed, space, portability, use with older systems	No
1483	12/14/20	017 12	/14/2017	16	2	30	VA	s	1	0	0	0	1	1	2	2	0	0	0	1	0	0		0	0	1	0	0	0	0	4	2	2		i already have one		ack up old ents and my on my laptop nope	storage size, size of hard drive, ease of using	must be easy. plug and load
1507	12/14/20	017 12,	/14/2017	5	2	37	VA	s	2	0	0	0	1	1	1	3	0	i	1	0	0	0		1	0	0	0	1	1	0	1	1	1	2	\$79 for 3TB drive is 1 pretty good price	rom a well known manufacturer To bac	Nope, primaril ck up data just back up d ling extra		SATA vs IDE
1511	12/14/20	017 12,	/14/2017	4	2	28	MI	MW	1	0	0	0	1	1	1	3	0	0	1	1	0	0		0	0	0	1	1	0	0	2	2	1	2	It has a good amount of memory and transfer speed.	Storag The brand is run pro	ge so I can rograms off ny CPU. NO.	Size and price.	Brand.
1512	12/14/20	017 12,	/14/2017	3	2	39	FL	s	1	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	3	1	2		My external hard drive currently 3 suits my needs.	am not familiar with the brand Store pi seagate. vi	computer an aictures and improve ideos. performance	d Space	Cost

Q250A : Q250A - Q250B : Q250B -Assuming you were Assuming you were

re	spid inte	rview_start	interview_end	LOI	Q15 : What is you gender? - What is your gender?	r = Q20 : Q20 - Pleass enter your age:	Q25_ABBR : In which of the following states do you live? - In which of the following states do you live?	region	Q30 : Which of the following devices are you using right now to take this survey? - Which of the following devices are you using right now to take this survey?	Q40_1: An advertising, public relations or marketing agency or advertising department of a company	Q40_2: A marker research firm or marketing researc department of a company	t Q40_3 : A company to that makes h computer hardware or accessories	Q40_4 : None of these	Q50 : Q50	QSS: Considering any hard-drive(s) that you purchased during the past six years, please indicate the following:	Q60 : Please select the one statement that best applies for any hard- drive(s) that you purchased in the past six years. I purchased an external or internal hard-drive	Q65_1: Seagate	Q65_2: Western Digital (WD)	Q65_3 : HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi	Q65_4 : Toshiba	Q65_5 : Other please specify	Q65_5_other: Other (please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2TB	Q70_3:3TB	Q70_4:4TB	Q70_5 : 5 TB	Q70_6 : Other	Q70_7 : Don't know / Not sure	Q75 : What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell	hAorB: ** Stores whether respondent sees A or B ** - ** Stores whether respondent sees A or B **	Assuming you were Assuming you we considering buying continued by the product costs approximately 579.00, how like or unifilately would you be to buy it hard-drive adhow on the product data sheets you just saw?	re 18   19   19   19   19   19   19   19	Q270 : In general, which have been you the main use of the hard-drive(s) no you bought in the Q275 : Any the past six years?	Q280 in general, what features or Q285 : Any other characteristics of hard drive features on consider most. The you consider most than the consideration of consideration deciding which hard-drive to buy? hard-drive to buy?
1	527 1	/14/2017	12/14/2017	4	1	36	GA	s	2	0	0	0	1	1	1	2	0	0	0	í	0	0		0	1	0	0	0	0	0	2	2	1	2	it looks good to me but the brand is something that i am not trusting very much at this point until i do some research none	to back up personal files in case of system crash and to store some personal photos away from hacking none	memory, durability, brand, reviews none
1	521 1:	/14/2017	12/14/2017	5	,	25	NY	NE	1	0	0	0	1	1	1	3	1	1	0	0	0	0		0	1	0	1	0	0	0	1	2	1	3	I don't really know much about internal hard drives to say if i'd buy it for sure at the moment. None.	External file storage so that I could easily physical transport it elsewhere if needed. None.	Compact. Sturdy. Good reviews: Has the storage amount want. Brand I've used before. None.
1	538 13	/14/2017	12/14/2017	7	2	51	TX	s	3	0	0	0	1	1	i	2	i	i	0	0	0	0		0	0	1	0	0	0	0	2	2	2	2	It has good capacity and is at a reasonable price No It looks like it would work just fine for what I would get it for no	To save important documents and photos No	Capacity and speed No
1	539 15	/14/2017	12/14/2017	3 4	2	30 26	wi	MW	2	0	0	0	1	1	1	2	1	1	0	0	0	0		0	0	0	0	1	0	0	3	2	1	ž 1	would work just fine for what I would get it for no it has the capcities I need good specificatio	to store pictures back up	o space ease of use ability to back up amount of storage files
1	550 13	/14/2017	12/14/2017	5	1	63	MA	NE	i	0	0	0	1	1	1	2	1	0	0	0	0	0		0	0	1	0	0	0	0	2	2	1	2	I'd buy it to replace Good price for another one storage  Depending on if I	storage pics, docs, scars OS	Speed track record
1	560 13	/14/2017	12/14/2017	5	2	29	FL	s	1	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	3	2	2	2	Depending on if I was needing a new HDD or not. If I was in the market, it is appealing and a great choice at the price point. See first answer	Backing up photos, videos, documents Transferring on my personal when purch computer. new comps	g files asing Price and Size, ater. Price and size capacity.
1	564 13	/14/2017	12/14/2017	6	1	38	MA	NE	2	0	0	0	1	1	1	2	1	1	0	0	o	0		1	1	0	0	0	0	0	3	2	2	3	I am not looking for an internal hard drive, I prefer the external kind for personal use no	Storage of personal data, such as pictures, videos, etc no	Storage space, speed, reliability no
1	568 13	/14/2017	12/14/2017	5	1	22	CA	w	3	0	0	0	1	1	i	2	1	1	0	0	0	0		1	0	0	0	0	0	0	2	2	1	3	Good quality but for extra drives i care primarily about S/TB.	Personal file archives, pc build (not as boot disk)	S/TB, wattage, reliability based on customer reviews.
1	570 13		12/14/2017	5	2	40 60	NY AR	NE S	3	0	0	0	1	1	2	2	1 0	0	0	0	0	0		0	1	0	0	0	0	0	1	2	2 2	2	It cost the same as the 2tb one I bought and sounds way better Price is good too it is a very good price capacity up to 5 I	computer storage storing mo	How much info you can save/back up ments on it Fast going vivis capacity if there quiet
1	582 12	/14/2017	12/14/2017	30	2	62	NY	NE	1	0	0	0	1	1	1	3	0	0	0	1	0	0		1	0	0	0	0	0	0	2	1	1	2	Lots of storage Affordable Seagate is a recognizable name don't know its a good brand and has enough space no	extra storage no	don't know don't know
1	592 12	/14/2017	12/14/2017	5	2	47	NC	S	2	0	0	0	1	1	i	2	i	i	0	0	0	0		1	0	0	0	i	0	0	4	1	2	i	I don't like using	portable storage no	ease of use they last Storage capacity, speed, if it is an SSD or not,
1	594 13	/14/2017	12/14/2017	5	1	45	IN	MW	1	0	0	0	1	1	1	3	1	1	0	0	0	0		1	0	0	0	0	0	0	1	1	2	4	spinning disk hard I find the reliability of SSD's to be machine storage. better i would need to shoo around.	Data storage paper weight mainly. I remove the	reliability, sconce reputation of nem manufacturer no
1	596 13	/14/2017	12/14/2017	18	2	42	MI	MW	2	0	0	0	1	1	2	3	1	1	1	i	0	0		0	1	0	0	0	0	0	1	1	2	3	i would need to shop around, compare it and make sure it was i needed for the system i wanted to put it in	back up info, old hard-drive died, need more space	reliability, size, warrenty the number of terabytes and how if its compatable
1	501 12	/14/2017	12/14/2017	7	1	39	мі	MW	1	0	0	0	1	1	1	2	1	0	0	0	0	0		0	1	0	0	0	0	0	2	1	2	1	its a great buy at it has more stora, 79 dollars for what it an what i have you get now Seems to meet my	ge downloading videos i have made for safe keeping movies t	fast it can with my current
1	505 13	/14/2017	12/14/2017	4	1	63	SC	s	3	0	0	0	1	1	1	2	0	1	0	0	0	0		0	1	0	0	0	0	0	3	1	2	2	requirements/need s No  Because this is Premium Product. Works Fast and	Game storage Picture stor Storage of Files, Contacts	Storage capacity, rage speed No High Speed Connectivity,Run
1 1	508 1: 520 1:	/14/2017 /14/2017	12/14/2017 12/14/2017	14 8	1 1	48 39	WA PA	W NE	3	0	0	0	1 1	1 1	i i	2 2	i i	0	0	0	0	0		0	0	0	1 1	0	0	0	1 2	1	1 1	2 1	Works Fast and Durable and Long Life Nothing Specific sounds good I like Seagete products, so it's one of my first choices when I need new It has a good computer items amount of storage	Contacts Information and Stores important Albums Nothing Sp movies not reall	one click backup, Works Inexpensive, Works ecific interchangeably with all Flatform by space none
1	544 13	/14/2017	12/14/2017	8	2	44	LA	S	i	0	0	0	1	1	i	2	i	0	0	0	0	0		0	1	0	0	0	0	0	1	1	2	2	choices when I need new It has a good computer items amount of storag because it would be beneficial and	store pictures and e videos	brand and amount of storage space
1	556 12	/14/2017	12/14/2017	6	2	34	TX	s	2	0	0	0	1	1	i	2	0	0	1	1	0	0		1	1	0	0	0	0	0	1	1	2	2	would be a great it would be helpf product to have	ul for storage storage	large storage small but holds a capacity lot of storage
1	562 17	/14/2017	12/14/2017	7	2	45	LA	s	2	0	0	0	1	1	1	2	1	1	0	0	0	0		1	1	0	0	0	0	0	2	1	2	i	seagate makes great hdd and the size is perfect price is good	pictures, movies documen music backup	ts, price and amount of storage no
1	569 1:	/14/2017	12/14/2017	15	2	51	MA	NE	1	0	0	0	1	1	1	2	1	0	0	0	0	0		0	1	0	0	0	0	0	2	2	1	1	Seagate is a good name in hard drives, 579 is a great price for a 3TB hard drive and I would have every confidence in Seagate to perform beautifully no brainer	store photos and documents no	size, brand name no
		447047	42 (44/2047	40		20					0	0	1	1	2	2	1	1	0	0	0	0		0	1	0		0		0	6	1	1		The cost is a little high for what I need. I would prefer to spend less than \$50 on a 2-4 TB drive No	I use my hard drives to back up dada and store my	My main two considerations are storage size and
1	1. 581 13	/14/2017	12/14/2017	7	2	35	TX	s s	3	0	0	0	1	1			0			1	0	0		0	0	1	0	0	0	0		1		1	Because it's inexpensive for so much spaceit's a great price 5tb	To help my speedit us Storage mostly run so slo	y PC ed to sw Storage price name No

espid ir	terview_start	interview_end	LOI	Q15 : What is your gender? - What is your gender?	Q20 : Q20 - Please enter your age:	Q25_ABBR: In which of the following states do you live? - In which of the following states do you live?	region	Q30 : Which of the following devices are you using right now to take this survey? - Which on the following devices are you using right now to take this survey?	e st Q40_1: An advertising, pub relations or marketing agen or advertising department of company	Q40_2: A mark cy research firm o marketing resea a department of company	at Q40_3: A comp ra that makes rch computer a hardware or accessories	eany - Q40_4 : None o these	of Q50 : Q50	QSS : Considering any hard-drive(s) that you purchased during the past six years, please indicate the following:	Q60 : Please select the one statement that best applies for any hard- drive(s) that you purchased in the past six years. I purchased an external or interna hard-drive	t t d Q65_1:Seagate	Q65_2: Western Digital (WD)	Q65_3:HGST, or its predecessors Hitach Global Storage Technologies or Hitachi	Q65_4 : Toshiba	Q65_5 : Other please specify	Q65_5_other: Other (please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2TB	Q70_3:3TB	Q70_4:4TB	Q70_5 : S TB	Q70_6 : Other I	Q70_7 : Don't know / Not sure	Q75: What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell	Assuming you considering in this type of drive and product or hard the second of the s	u were Assuming you burying considering be hard- the basts product cos approximate likely 579.00, how it you be to buy hard-drive sh duct on the product at sheets just saw?	were  ying  ord- e  s  s  s  bot  Q260: Q260 - Q260			
L697 1710	12/14/2017 12/14/2017	12/14/2017 12/14/2017	6 7	2 2	65 37	FL NJ	S NE	1 1	0	0	0	1 1	1 1	1 1	2 3	0	1 1	0 0	0	0	0		1 0	0	0	0	0	0	0	6 1	2 2	2 2	3 1	i am not sure i need that much storage, but if I can increase my internal hard drive space, that would be great none Quality Value	the first one i bought was to increase internal space and the second was an external hard drive for storage and backup n Storage of files N	storage amou was a huge is: for me as i do: of graphic wo and i needed si for backup a have an all in computer Capacity	unt sue a lot rk, if i buy an internal pace hard drive it would si be to increase one memory and speed on the computer A
1712	12/14/2017	12/14/2017	10	2	69	мі	MW	1	0	0	0	i	1	2	2	1	0	0	0	0	0		0	0	0	0	i	0	0	5	2	1 3		Price is right, just not sure	mostly for personal use, some business programs n	capability	none
1713	12/14/2017	12/14/2017	14	2	31	sc	s	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	1	0	0	0	0	1	2	2	1	it has more storage it has more b and package than others it seemed like a great product and	s dell hp.com	storage loads npaq package i look for a go price and vali	price tons of drive
1727	12/14/2017	12/14/2017	4	2	30	PA	NE	1	0	0	0	1	1	1	3	0	0	0	1	0	0		0	1	0	0	0	0	0	2	1	1 2		great product and had great product details. no other reass	to store pictures and to use for work n. documents. no othe storing	great reviews	ue, and ts. no other reasons
1728	12/14/2017	12/14/2017	4	2	18	ст	NE	2	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	3	1	1 2		good price for appearance a amount of storage durability	d picture/computer backup don't	now storage space	ce den't know
1734	12/14/2017	12/14/2017	10	2	38	NY	NE	2	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	4	1	2	2	It looks like it would withstand extreme temperatures and would hold a lot, and the price It would be a g seems reasonable. back up.	od Photo, document storage. No	Amount of stor compatibility of my compute reliability.	rage, with ir, Longevity.
1736	12/14/2017	12/14/2017	4	2	28	MD	s	1	0	0	0	1	1	1	2	1	1	0	1	0	0		1	0	0	0	0	0	0	2	1	1 1		Has the right amount og storage has durabilit provides all the	personal stor	nge safety	price
1740	12/14/2017	12/14/2017	9	2	50	NY	NE	2	0	0	0	1	1	1	2	0	1	0	0	0	0		0	0	1	0	0	0	0	2	1	2	2	storage i need and is safe and easy to use don't know	storage of pictures and videos no	amount of stor e ease of use	age, , none
1742	12/14/2017	12/14/2017	5	2	28	CA	w	2	0	0	0	1	1	1	3	0	0	0	1	0	0		1	0	0	0	0	0	0	3	1	2	2	Has the specifications I would be looking for in an external hard drive Nothing else to	File/document add backup No	Storage and ne reliability	1 Nope.
1749	12/14/2017	12/14/2017	11	2	56	AR	Š	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	8	1	2	3	I may buy it when I instead of inverthink I may need it. In a new lapto	my  Extra space and  ing memory for my  p. laptop. N	The hard-driv from a reputa company.	
1754	12/14/2017	12/14/2017	21	2	28	NC	s	1	0	ō	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	5	2	1 3		there may be cheaper optic that serves in price need	personal back up a for things such as n photos, videos, and microsoft office documents computer	space, and if be is trusted such have i used th brand before v back up no problems	rand n as hat with s. don't know
1769	12/14/2017	12/14/2017	3	2	20	NC	s	2	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	٥	0	0	3	1	1 1		The specs align with my needs very well, and the brand it represents is reputable	i use my hard drives to store things that are not necessarily essential to computer function but take up a lot of space—Le odding software, games, etc. They're also used for backup.	Storage space compatibilit	and Sy
1773	12/14/2017	12/14/2017	5	2	36	PA	NE	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	0	í	0	0	2	1	i i		Its secure & holds a lot of files computers it would serve the purpose for what I quality and need.	Hold music, photos I & important documents person	How much th all info can hold	ney if their secure
1776	12/14/2017	12/14/2017	4	2	39	ст	NE	1	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	2	1	1 2				snare on the h	none nard brand of the hard
1783	12/14/2017	12/14/2017	11 3	2	56 26	NC NY	S NE	2	0	0	0	1	1	1	3	1	1	1	1	0	0		0	1	0	0	0	0	0	1	2	2	1	for 79.00 that's a steal it comes upto: i will find this very useful very function	tb storage , backup max s photos and videos il backu[ bac	or drive up reliability	drive. durability
1785	12/14/2017	12/14/2017	6	2	57	wv	s	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	0	i	0	0	4	2	1 1		looks like an external drive that to hold mon would be very storage for plic usefull and documen	photos and documents for future use and not cos get lost from my none th s computer thin	price, specs, a st I can storage amou of ease of use	int important
1799	12/14/2017	12/14/2017	4	2	44	PA	NE	1	0	0	0	1	1	1	2	0	1	0	0	0	0		0	0	0	0	1	0	0	2	2	1 1		very high storage — like the spec	mainly highly protect storage materials docur	ion of many differents features	easy access
1817	12/14/2017	12/14/2017	8	1	38	VA	s	2	0	0	0	1	i	1	3	0	1	0	1	0	0		1	0	1	0	0	0	0	2	2	2	1	i really like the hard drive capacity and the data wazard option free of charge also has a and has all of very high transfer specifications to rate.	They do not any provide me with all the of the space for my at I documents and choppy files that I need. perfore	Hard drive caps data transfer of how seamless and not quick that it is well. performs.	acity rate and t How easy it is to install and use.
1841	12/14/2017	12/14/2017	6	2	69	SD	MW	1	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	1	2	2	3	It would depend on whether or not I had a need for it. If I id.d, I would eratainly consider whatever either or both might be offere products that time. It's more than enough storage for It's a good bra	to  Back up of my dat desktop and aptop computers N  d to make sure I'm	whether or it internal or external, stor; capacity, supporting softward an whether or not speed, compatibility	ze, tis age d d tit is none
1842	12/14/2017	12/14/2017	9	2	61	ОН	MW	1	0	0	0	1	1	1	2	1	0	0	0	0	0		0	1	0	0	0	0	0	2	1	1 2		my uses and the with a proven t price is right record I dont use a computer any more only a laptop or tablet No Looks like it would basically is the dot the look if I	ack covered in case my transfer system goes down iter		er no
1851	12/14/2017	12/14/2017	6	1	70	IL.	MW	3	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	7	2	2	S		Back up files and store pictures N I external, all for my different h computers for back windows:	Size	No
1855	12/14/2017	12/14/2017	8	1	67	FL AP	s	1	0	0	0	1	1	1	3	1	0	0	0	0	0		0	0	0	0	0	1 0	0	8	2	1 3	2	drive seagate Depends on other deals out there	up. for re	boot disc memory :	size nothing
		**/**/201/		4	49	ent.			U	U	U			4	4		U		U		9									-		. 3		wom.		spacë	

re	spid int	rview_start i	interview_end	LOI	Q15 : What is you gender? - What is your gender?	r ; Q20 : Q20 - Please enter your age:	Q25_ABBR : In which of the following states do you live? - In which of the following states do you live?	region	Q30 : Which of the following devices are you using right now to take this survey? - Which of the following devices are you using right now to take this survey?	Q40_1: An advertising, public relations or marksting agency or advertising department of a company of the compa	Q40_2 : A market research firm or a marketing research department of a company	Q40_3 : A company that makes computer hardware or accessories	Q40_4 : None of these		Q55 : Considering any hard-drive(s) that you purchased during the past six years, please indicate the following:	past six years. I purchased an external or internal	Q65_1: Seagate	Q65_2: Western Digital (WD)	Q65_3 : HGST, or its predecessors Hrachi Global Storage Technologies or Hitachi	Q65_4 : Toshiba	Q65_5 : Other please specify	Q65_5_other: Other(please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1T8	Q70_2:2TB	Q70_3:3TB	Q70_4:4TB	Q70_5:5T8	Q70_6: Other	re ist Q70_7 : Don't know/Not sure	175 : What year was your most cent purchase of an external or cernal hard drive thich was 1 to 5 TB capacity?	ceil	Assuming you were Accomming you will you had you will you be to buy the you be to you will	Q2508 - Q2508	Q270 : In general, what have been the main uses of the hard-divide() you bought in the past skywars? hard-drive u	Q280 : in general, what features or characteristics of hard-dr hard-drived to you or characteristics of that yet important when important edicting which deciding which color? hard-drive to buy? hard-drive to buy? hard-drive to buy? and to buy? an	
1	867 1	/14/2017	12/14/2017	3	1	29	NJ	NE	2	0	0	0	1	1	1	2	0	1	0	1	0	0		0	0	0	1	1	0	0	2	2	2		Cuz i needed more storage Better us	s Space	Price
1	869 1	/14/2017	12/14/2017	4	2	37	OR	w	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	1	0	0	0	2	2	2	5 I already have one No	Business use Personal u	se Memory capacity Eas	se of use
1	874 1	/14/2017	12/14/2017	12	1	54	NV	w	2	0	0	0	1	1	1	2	1	1	0	0	0	0		1	0	0	0	0	0	0	2	1	1 2	it's a very reasonable price good brand	storing movies and music none ebay listings and scanning	speed rel the capacity and	Hiability
1	883 1	/14/2017	12/14/2017	8	1	54	MN	MW	1	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	0	1	0	0	0	3	2	2	great efficiency the low price iam not sure of	searches capabilitie	s speed the	ne power
																																		iam not sure of some of the stuff on the hard drive if it will work with mine none		what is fast and	
1	91/ 1	/14/2017	12/14/2017	8	1		NY	NE .	1				1			2									1			-			8	1	2	rt appears to be very unique and I like trying new	Storing information and photos Music	will work with HP No, I li	none like seagate
1	926 1	/14/201/	12/14/2017	9	1	76	GA.	5	1	U	U	U	1	1	1	2	1	U	U	U		U		o .	U	1	0	0	U	o .	2	1	2	Lalenadu baun onn. L'en not intereste	photos Music	It needs to be fast,	anot
1	927 1	/14/2017	12/14/2017	13	2	21	CA	w	2	0	0	0	1	1	1	3	0	0	0	1	0	0		0	1	0	0	0	0	0	3	1	1 3	and I think it's a in buying anothe little too pricey. one right now.	To store data No	space.  The ability to store Just a r	
1	935 1	/14/2017	12/14/2017	3	2	45	MN	MW	1	0	0	0	1	1	1	2	1	0	0	0	0	0		0	1	0	0	0	0	0	1	1	2		For expanding the storage on my ps4 no	games on it for the drive v ps4. amor	with a good ount of TB.
																																		It would just depend if any similar product was			
1	936 1	/14/2017	12/14/2017	5	1	36	MI	MW	2	0	0	0	1	1	1	2	1	0	0	0	0	0		1	0	0	0	0	0	0	3	1	2	on sale cheaper at 3 the moment No	Picture storage only No	Ease of use and automatic upload	Bra
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	939 i 943 i 944 i 950 i 977 i	/14/2017 //14/2017 //14/2017	12/14/2017 12/14/2017 12/14/2017 12/14/2017 12/14/2017 12/14/2017	17 7 7 5 5	1 2 2 2 2	43 29 45 65 42	OH NY NU OH OH OH	ME NE MAN	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1			0 0	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	: : : : : : : : : : : : : : : : : : : :	: : : : : : : : : : : : : : : : : : : :	2 2 2 2 2	0 1 1 0 1 0 1	0 0	0 0	1 0 0	0 0	0 0		0 0 1	1 0 0	0 0	0 0	0 0	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0	1 6 3	1 1 1 1 1 1 1 1		2 good specifications pricing	Backup data on my hard drive photos, music, data oneral back up of computer, photos ecc no Movie and music	resitance, size, brand how many terahytes and brand name Plug and play. Easy setup. Brand name so I am comfortable that it will not fall. Now	Size and myselfoling myselfoli
2	011 1	/14/2017	12/14/2017	4	1	62	TN	s	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	1	0	0	0	1	2	1 1	1.33 T is very good Capacity up to 5 T it has everything that I am looking it appears to be for very good quality	i strictly use it for personal non business use no	make sure that it has enough power no	ot really
2	013 1	/14/2017	12/14/2017	6	1	71	wı	MW	1	0	0	0	1	1	1	2	1	1	0	0	0	0		0	1	0	0	0	0	0	3	2	1 1	good specs and product information no	Replacement in computer remote dri	ve Capacity and speed intert	rface SATA
	018 1 022 1 1025 1	/14/2017	12/14/2017 12/14/2017 12/14/2017 12/14/2017	7 15 9 20	1 1 1 2	68 66 76 50	FL CA WA IL	S W W	1 3 1	0	0	0 0 0	1 1 1	1 1 1	1 1 1	2 2 2 2	1 1 0	0 0 1	0 0	1 0 0	0 0	0		0 1 0	0 0 0	0 1	0	1 0 0	0	0	4 6 2 3	2 2 2 2	1 2 2 2 2	I perchased to execute a fuel or execute a fuel	Tajad ay CD collection on them. no Capacity Na Backup Nope Nope Service of Collection on Service on Service of Collection on Service of Collection on Service of Collection on Service on	The capacity, the reportation of the proportation of the proportat	none  NA Nope Nope to be bett to
2	057 1	/14/2017	12/14/2017	6	2	53	PA	NE	1	0	0	0	1	1	1	2	1	0	0	1	0	0		1	0	0	0	0	0	0	1	2	2	it is more advanced it would last a ve 1 then others long time	shopping games get info for everything and anything entertainm	they ent How long they last need t	r do what i them to do

Q250A : Q250A - Q250B : Q250B -Assuming you were Assuming you were

respid	interview_st:	rt interview_en:	nd LOI	Q15 : What is yo gender? - What your gender?	our is Q20 : Q20 - Pleass enter your age:	Q25_ABBR : In which of the following states do you live? - In which of the following states do you live?	region	Q30 : Which of the following devices are you using right now to take this survey? - Which of the following devices are you using right now to take this survey?	Q40_1 : An advertising, public relations or marketing agency or advertising department of a company	Q40_2 : A market research firm or a marketing research department of a company	: Q40_3 : A company that makes h computer hardware or accessories	Q40_4 : None of these	g q q q q q q q	Q55 : Considering any hard-drive(s) that you purchased during the past six years, please indicate the following:	external or internal	Q65_1:Seagate	Q65_2: Western Digital (WD)	Q65_3 : HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi	Q65_4 : Toshiba	Q65_5 : Other please specify	Q65_5_other: Other (please specify):	Q6S_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2 : 2 TB	Q70_3:3TB	Q70_4:4TB	Q70_5 : 5 TB	Q70_6 : Other I	Q70_7 : Don't know / Not sure	Q75 : What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell	hAorB: "* Stores whether respondent sees A or B ** . ** Stores whether respondent sees A or B **	Assuming you were Assuming you considering buying considering buying considering buying considering with the product costs approximately 579.00, how likely 579.00, how likely 579.00, how con unflikely would be to buy the you be to buy the product of the product	refree (ing   rd -	Q270 : In general, what have been ny the main uses of at the hard-drive(s) me past six years? hard-drive hard-drive	O280 in general, what features or O285 : Any other characteristics of hard-drive features hard-drive stop or characteristics of hard-drive features hard-drive stop or characteristics of hard-drive to hard-drive to buy?  Soe, reliable None None
2079	12/14/2017	12/14/2017	3	2	31	MA	NE	3	0	0	0	1	1	1	3	1	1	0	0	0	0		1	0	0	0	1	0	0	1	2	2	3	would do more research None	For picture storage and documents None	Size, reliable None
2091	12/14/2012	12/14/2017		,	74	MN	MW		0	0	0	,			2	1	0	0	0	0	0		0	,					0	1	2	2		highly rated Great price for a company wit	back up drive and storage	capacity and brand name and nd transfer speeds quality that has
2082	12/14/2017	12/14/2017	12	2	53	мо	MW	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	1	1	2	1	helps keep m good price going	don't know don't kn	helps me with ow records don't know
2087	12/14/2017	12/14/2017	4	2	27	NY	NE	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	2	2	2	3	not sure how it works start up powe	r documents no	how fast it is and storage no
2102	12/14/2017	12/14/2017	, 6	2	53	WA	w	1	0	0	0	1	1	1	2	1	0	0	0	0	0		0	1	0	0	0	0	0	2	2	1	2	it's a good price, and I have been considering a second hard drive no	to back up my computer to store pi	
2106	12/14/2017	12/14/2017	7 10	2	50	MN	MW	1	0	0	0	1	i	1	2	1	0	0	0	0	0		0	1	0	0	0	0	0	2	2	1	1	The capacity of 3 TB plus its the latest in scanning technology. Also there is a limited reason. I listed warranty of 2 reason network years.	Also bac personal con er informatio the will be help tree maker. newslett	Scanning is error free (no bugs) and does it quickly. The price is a sputter consideration that however an more latfor interested in the latfor distression one did. none
2113	12/14/2017	12/14/2017	, 3	2	27	UT	w	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	2	2	2	3	it looks good, but it's not something I need at the moment.	Store my pictures and files on.	The size of the drive and reviews.
																																		well it sounds fine, is a good price I has a 2 yr	to back up my computer so I don't lose 's important No, have or	Yes, dependable, First and foremost reliable, compact would be enough to fit CAPACITY, then the within the
2117	12/14/2017	12/14/2017	23	2	60	TX	s	1	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	4	1	1	2	guess for a hard warranty, that drive of this sort. good.  I like the capabilities but i'm	documents ONE.	ly the BRAND has to be a computer work good one. space.
2133	12/14/2017	12/14/2017	5	2	46	PA	NE	1	0	0	0	1	1	2	2	0	0	0	1	0	0		0	1	0	0	0	0	0	2	2	1	2	just not familiar with the name none	pictures and software none storing pictures,	functional and large capacity reliable
2143	12/14/2017	12/14/2017	4	2	22	IL	MW	2	0	0	0	1	1	1	3	0	0	0	1	0	0		1	0	0	0	0	0	0	2	2	1	2	Seems like a good I might need product another one THIS IS HIGH		space, durability color
2153	12/14/2017	12/14/2017		2	55	FL	S	2	0	0	0	1	1	1	2	1	0	0	0	0	0		0	0	1	0	0	0	0	3	1	2	1	MEETS MY NEEDS STORAGE ROO		TRUSTED NAME NOTHING COMES BRAND, STORAGE. TO MIND
2178	12/14/2017	12/14/2017	14	2	30	VA	S	2	0	0	0	1	1	1	2	1	0	0	1	0	0		0	0	0	1	0	0	0	3	1	2	2	is appealing to me The concept o	it general storage no	storage, ram none
2181	12/14/2017	12/14/2017	5	2	51	FL	s	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	1	0	0	0	0	3	1	1	3	It sounds like a good product but I would have to do more research. No other reas I like all the specs that it has good brand and affordable computer	n photos videos etc not rea just to have more	Storage size added ly speed Not really sure
2202	12/14/2017	12/14/2017	6	2	50	МО	MW	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	1	0	0	0	4	1	1	2	that it has good brand and works on my	space for additional	ly speed Not really sure the amount of space it has brand cost
2205	12/14/2017	12/14/2017	7	2	35	TX	S	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	1	0	0	0	5	1	1	2	affordable computer	staoage more sto	age affordability no
2213	12/14/2017	12/14/2017	, 13	2	72	WA	w	2	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	i	2	1	3	I am not sure that I would need one in the very near future, and technology may change by the time I am ready for it. no	My other hard drive, quit working, so the new one replaced it. no	speed, durability, reputation, positive reviews no To save data and
2221	12/14/2017	12/14/2017	, 6	2	37	CA	w	2	0	0	0	1	1	2	3	0	0	0	1	0	0		0	0	0	1		0		2	2	2	2	To make sure its To make sure for me for me Good quality No nothing	ts For business applications None	
2225	12/14/2017	12/14/2017		2	25	TX	S	3	0	0	0	1	1	1	2	1	0	0	0	0	0		0	0	0	0	1	0	0	1	2	2	1	it has the features i need in a hard It's got sufficie	Storing pictures, nt videos, and work Transferrin	Quality of the gfiles Durability, storage brand. Safety of
2234 2239	12/14/2017	12/14/2017		2	36 25	OK OK	s	3	0	0	0	1	1	1	3	0	0	0	0	0	0		0	0	0	0	0	0	0	1	2	1	2	drive. storage.  Good deal None	files. between de Storing documents No	vices. size, esse of use. data.  Size, price No
																																		- 30 years of trusted performance -	To store	Compact features
2246	12/14/2017	12/14/2017	6	2	21	н	w	2	0	0	0	1	1	2	3	0	0	0	1	0	0		0	0	1	0	0	0	0	3	2	1	2	-30 years of trusted performance - Increase capacity and drive down cost capacity.		Compact features (easy to carry), storage capcity, cost
2258	12/14/2017	12/14/2017	5	2	34	AL	s	3	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	0	0	1	0	0	1	2	1	2	it looks great, but would depend on cost. Cost	To keep up with a lot of business and personal files. No	Cost and how much storage No storage capacity.
2268	12/14/2017	12/14/2017	3	2	30	CA	w	2	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	3	2	1	3	it is a good product but a bit expensive no	storage of photos and movies no	storage capacity, popularity of the company no
2272	12/14/2017	12/14/2017	, 5	2	34	мо	MW	2	0	0	0	1	1	1	3	1	0	0	0	0	0		0	0	1	0	0	0	0	4	2	1	3	The price does not necessarily reflect It has a good how much I am amount of stor-willing to pay for a maybe even m hard drive. than I need.	I use them mainly ge, to save pictures and videos of my children. No.	I like my hard drives to be easy to connect, be compact and lightweight, and have an appropriate amount of space. no
																																		Doesn't have the No, if it has big storage capacity storage capacit that I want would purchas	ger Storage of personal y.i video and rit photography No	The capacity it
2273 2280	12/14/2017	12/14/2017	3	2	36 35	MN	S MW	3	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	1	0	0	0	1 2	2	1	3	that I want would purchas Would meet my needs. Reasonable pr	it photography No ce Backup photos No	holds No Storage capacity No
2281	12/14/2017	12/14/2017	, 9	2	60	AZ	w	2	0	0	ō	1	1	2	2	1	0	0	0	0	0		0	1	0	0	0	0	0	1	1	2	2	it looks like it has all the features I would need and The price seer want for what I do reasonable	to get more space for storage and	the amount of storage it has and its cababilities n/a
2290	12/14/2017	12/14/2017	, 3	2	35	AZ	w	2	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	1	0	0	0	0	2	2	1	2	seems like it would fit my needs nope	to store data	speed and reliability
2320	12/14/2017	12/14/2017	, 3	2	49	PA	NE	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	0	1	0	0	2	1	2	3		to have more space on my laptop no	the drive and capacity no
لمدم				•	72			•	,		,	-	-	-	-	-	•		-	-	,		,	·		,	-	-	-	-	•	•	3	i would have to do more researd on it The first one The first one showed a very large hard drive. Although I probably never need that much, but it's priced well, and would certainly wont more at such a price. I don't know	I have both an internal Hard Drive and an external Hard Drive. The internal, because you have to, and	I usually don't select the internal hard drive. It was part of the PC, and blooght the esterior because identification was selected to the PC and blooght the esterior because low was low as a
2321	12/14/2017	12/14/2017	13	1	61	CA	w	1	0	0	0	1	1	1	2	0	0	0	1	1	0	Dell	1	0	0	0	0	0	0	2	1	1	2	more at such a price. I don't know	the external for security. NO	recommended by my IT guy NO

,	respid	interview_start	interview_enc	d LOI	Q15 : What is y gender? - Wha your gender	rour it is Q20 : Q20 - Ple ? enter your ag	Q25_ABBR : In which of the following states do you live? - In which see of the following states do you live?	region	Q30 : Which of the following devices are you using right now to take this survey? - Which the following devices are you using right now to take this survey?	te st Q40_1: An : advertising, public f relations or marketing agen or advertising department of 2 company	lic Q40_2::A marks cy research firm or marketing resear department of a company	t Q40_3 : A company a that makes ch computer hardware or accessories	Q40_4 : None of these	Q50 : Q50	any hard-drive(s)	Q60 : Please select the one statement that best applies for any hard- drive(s) that you purchased in the past six years. I purchased an external or interna hard-drive	Q65_1: Seagate	Q65_2: Western Digital (WD)	Q65_3 : HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi	Q65_4 : Toshiba	Q65_5 : Other please specify	Q65_5_other : Other (please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2TB	Q70_3:3TB	Q70_4:4TB	Q70_5 : 5 TB	Q70_6 : Other	Q70_7: Don't know / Not sure	Q75: What year was your most recent purchase of an esternal hard drive which was 1 to 5 TB capacity?	cell		Q250A: Q250A - Assuming you were a considering buying in this type of hard-drive and the product costs approximately 579.00, how likely or unlikely would you be to buy the hard-drive shown on the product data sheets you just saw?	Assuming you were considering buying this type of hard- drive and the product costs approximately		Q270: In gene what have be what have be set of the main user reason that the hard-drive glanswer from you bought in Q250) past six years	ral, en of (4) the Q275: Any other ? hard-drive uses?	Q280 in general, what features or Q285 characteristics of hard-drives do you concider most important when important when important when indicated the concider most hard-drive to buy? hard-drive to buy? hard-drive to buy?	
																																				The hours listed for the service life seems somewhat short, but all the other specifications seem. The acceptable for very	o price looks attractive for sted capacity. archiving video omputers is and picture: saving docum	No other uses for for drives purchased i	In the will wark the c DVR. fe cap hand r will be in Capacity, price, eve	near future, I Il be in the et to replace drive in my A drive that eatures a pability to sle AV feeds se part of the valuation quirement.
	2331	12/14/2017	12/14/2017	11	1	56	IL	MW	2	0	0	0	1	1	1	2	1	1	0	0	0	0		1	1	0	0	0	0	0	4	1	1	2		home use. the I	sted capacity. archiving vide Back up my computers file	the last 6 years.	longevity requ Capacity, physical	irement.
	2346	12/14/2017	12/14/2017	8	1	68	NC	S	1	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	2	1	1	4		Too slow has everything that	and pictures saving docume	ent	size, speed the capacity and	
	2359	12/14/2017	12/14/2017	5	1	68	AR	S	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	1	0	0	0	1	1	1	2		I need on it gr	for security purposes	none	security	none
	2365	12/14/2017	12/14/2017	34	1	67	DE	s	1	0	0	0	1	1	1	2	1	1	1	1	0	0		1	1	1	0	0	0	0	1	1	1	2		The price for a 3T disk is fair and all else is at or over the latest standard. As dependable it is and with the SATA 3.0 transfer rate it if could be used on a high performance SS server. Couple this Tera with a SSD and use rease lit on a high end gamen's unit. pe	I found my collections or collections or widely my collections or widely my collection or collection	f and revenue Storage for high some speed retrieval energy processing, I now seek have 97 on two 27, and one 3T.	If solid not so comb and would be performed to perform the performance of the performance	I state were high or the initiation SSD HO which I give better rimine were cheaper, I got hat way, cache size is important.
	2366	12/14/2017	12/14/2017	7	1	79	со	w	2	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	4	1	2		5	Based on my computer service company, Seagate is not a brand hard whether through choose to install in my computer. I would have to be hop around for other products and drive suites me best I do not like this brand Has the right canadit to fit my	as a backup hi drive and a stor hard drive for t that I don't zoo on a regular ba	ard rage files ess ess no	Reliability, good recommendations and speed.	no
	2378	12/14/2017	12/14/2017	5	2	24	NC	s	2	0	0	0	1	1	1	2	0	1	0	0	0	0		0	0	1	0	0	0	0	2	1	2		3	drive suites me best	n/a backup compu n/a files	ter n/a	size and compatibility memory and	n/a
	2381	12/14/2017	12/14/2017	10	1	71	MD	S	2	0	0	0	1	1	1	3	0	1	0	0	0	0		0	0	1	0	0	0	0	6	2	2		5	brand Has the right capacity to fit my	no a back-up store Backing up pho		reliability	no
	2388	12/14/2017	12/14/2017	4	2	43	IL	MW	2	0	0	0	1	1	1	2	0	1	0	0	0	0		0	1	0	0	0	0	0	2	1	2			capacity to fit my needs Rep	utable brand and financial is Back up busin	nfo no	size re	liability
	2390	12/14/2017	12/14/2017	8	2	56	ОН	MW	2	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	1	0	0	0	0	2	1	1	1			documents for a good price home use		What it holds and how muck it holds	No
	2391	12/14/2017	12/14/2017	6	2	30	GA	s	3	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	3	1	1	3			Storage for No pictures and m	usic No	Easy to use	Space
	2402 2416	12/14/2017	12/14/2017 12/14/2017	5	2	70 56	NC PA	S NE	1 2	0	0	0	1	1	2	2	0	0	0	1	0	0		1	0	0	0	0	0	0	4 2	1	1	2		it sounds better I ha than what I have and it costs less 30 years trusted in incr business	re is nothing g with the one se, so I would der this when back up music needed photos needed photos needed photos needed photos	and that's it	amount of storage and reliability capacity and compatability	nope
	2417	12/14/2017	12/14/2017	7	2	44	IN	MW	2	0	0	0	1	1	1	3	0	1	0	0	0	0		0	0	1	0	0	0	0	4	1	i	3		I am not in the market to purchase an external/internal hard drive right now. I cannot any either way, but if I were, this would be either work would need to annexacric Seagate in right and any placed on the control of the control	my previous ver. The price tht, very good ally i am just in the market tuse it as a bac drive. well as my tab	I have movies and kup music, ebooks. as Some of my digita let. media.	I go mainfy by name. I also look if into the start, the size of the drive. I also look and if it is sany to advice store.	will seek the of my IT gay at work.
	2433	12/14/2017	12/14/2017	26	2	38	KY	s	2	0	0	0	1	1	1	3	0	0	1	1	0	0		1	1	1	0	1	0	0	1	1	2		2	IT SEEMS LIKE A TRUSTED BRAND AND NOT ONLY THAT IT COMES IN ALL SZES THAT I LIKE AND HAS GOOD FEATURE OF EVEN IT TEMPERATURE	I HAVE ADDE HARD DRIVES STORE ALL TH DATAS AND PICTURES FOR HOME COMPU SINCE IT IS HUI NEEDED EXTE STORAGE SPA ALSO DOWNLOADE INSTALL MORE APPS	TO HE	STORAGE CAPACITY, EASY TO INSTALL, HOLDING NOTH TEMPERATURES COUL	HIING ELSE I LD THINK OF
	2444	12/14/2017	12/14/2017	11	2	34	NC	s	2	0	0	0	1	1	2	3	1	0	0	0	0	0		0	0	0	1	0	0	0	4	1	2		5	I made a mistake I an would say I will war consider buying these product to because is safe to and use bra	lar i dont see (thing i dont it to consider reduct i want For backup all jimportant files the company nd is trusted computer	my and No thats all i use	Maximum GB usage and how long it takes to last and how it works well to protect my computer well my info too for m	; all i want to ny hard drive
	2447 2462	12/14/2017	12/14/2017 12/14/2017	5	2	38 59	LA FL	s s	2	0	0	0	1	1	1	3 2	0	0	0	1 0	0	0		0	0	0	1	0	0	0	2	1 2	1 2	1	2	Higher data storage	oms like a very To store pape built product and games on't know data storage	No don't know	The amount of Tam brand name and storage size do	No In't know
	2463	12/14/2017	12/14/2017	6	1	42	CA	w	1	0	0	0	i	i	1	2	1	i	0	Ö	0	0		0	i	0	0	0	0	ō	i	2	2		1		to store applica store data data	tion backups	reliable :	speed
		42/44/20/-	43/44/3777	45		_	70																													already have If or several external cra	e of my HDDs To store my in shed I would movies and my	rfo usic	newer sata connections are	

				,	Q15 : What is your	Q20 : Q20 - Pleas	Q25_ABBR : In which of the following states do you live? - In which of the following states do you live? NC		Q30 : Which of ti following device are you using rig now to take thi survey? - Which the following devices are you using right now	ne is ht Q40_1: An s advertising, pub of relations or marketing agen or advertising department of	Ic Q40_2 : A mark cy research firm or marketing resear department of	set Q40_3:A compair a that makes such computer a hardware or	ny Q40 4: None of		Q55 : Considering any hard-drive(s) that you purchased during the past six years, please indicate the	Q60: Please select the one statement that best applies for any hard- drive(s) that you purchased in the past six years. I purchased an external or internal		Q65 2: Western	Q65_3: HGST, or its predecessors Hitachi Global Storage Technologies or		Q65 5 : Other	Q65_5_other: Other (clease	Q65.6:Don't						97	0 7: Don't	Q75 : What year was your most scent purchase of an external or nternal hard drive which was 1 to 5 TB capacity?		hAorB: ** Stores whether respondent sees A or B **** Stores whether respondent sees A	QSSOA : QSSOA : Q SSOB (2: QS CASON) CASON (2: QS CASON) CASON (2: QS	us were buying hard-the osts steel will be osts steel with the osts steel will be osts would will be osts would be osts would be osts say that you say that you say that you	Q265 : Q265 - Any other reason that you lanswer from	Q270 : in general, what have been the main uses of the hard-drive(s) you bought in the Q275	Q288 wha chare hard- cor imp	0: in general, t features or Q285: As acteristics of hard-drives do you or charac sider most orreart when iding which	ny other ifeatures steristics consider not when a which
res 24	id intervi 6 12/14	ew_start int 4/2017 12	terview_end 2/14/2017	LOI 4	your gender?	enter your age: 31	states do you live? NC	region S	take this survey 1	? company 0	company 0	accessories 0	these 1	Q50 : Q50 1	following:	hard-drive 2	Q65_1: Seagate 1	Digital (WD)	Storage Technologies or Hitachi 0	Q65_4 : Toshiba 0	please specify 0	specify): 0	know/ Not sure	Q70_1:1TB 1	Q70_2:2TB 1	Q70_3:3TB 0	Q70_4:4TB 0	Q70_5 : 5 TB 0	070_6 : Other kno	w / Not sure 0	TB capacity?	cell 1	or B ***	just saw? just san 1	v? Q250) specs	Q250) specs	past six years? hard- internal	drive uses? hard- no	drive to buy? hard-drive ram no	to buy?
24	8 12/14	4/2017 1	2/14/2017	14	1	31	WA	w	1	0	0	0	1	1	1	3	1	1	0	1	0	0		0	1	0	1	0	0	0	1	1	2	1	great product It would depend on what others I was looking at, at that	none	for back up storage	none size	and speed nor	æ
24	9 12/14	4/2017 1	2/14/2017	11	1	54	FL	s	2	0	0	0	1	1	1	3	1	1	0	0	0	0		1	0	0	0	0	0	0	3	1	2	2	looking at, at that time	none	music storage and business storage	none amou	int of storage available Brand	name
24	1 12/1	4/2017 1	2/14/2017	5	1	58	NY	NE	1	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	4	1	2	3	I don't really need it at this time	I like Western Digital		programs	capacity secu	rity
24 25	3 12/14 2 12/14	4/2017 1: 4/2017 1:	2/14/2017 2/14/2017	4 8	1	59 48	IN NY	MW NE	1 3	0	0	0	1 1	1 1	1 1	2 3	0	1 0	0	0	0	0		1 0	0	0	0	0	0	0	5 5	1 2	1 1	3 2	I don't need one now dont need this It is at a great price and a very good	No expensive	Backing up al documents, music, and pictures No fast san	it really Size	and brand Not n	zally tory
25	8 12/1	5/2017 12	2/15/2017	8	1	50	MD	s	1	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	0	1	0	0	0	1	2	2	1	and a very good product.	It offers everything that I would need.	extra storage spaces. Store pictures,	n/a stor	amount of age spaces. n/	2
25	3 12/1	5/2017 12	2/15/2017	12	2	47	NY	NE	3	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	3	2	2	3	Capacity is good and speed is nice	None	music and other important items	No	Size N	0
																																			Im not in need of the product at this time but it seems like a good product					
25.	2 12/19	5/2017 1: 5/2017 1:	2/15/2017 2/15/2017	4	2	25 26	VA TX	s s	2	0	0	0	1	1	2	2	1	0	0	0	0	0		0	1	0	0	0	0	0	2	2	2	3 2	like a good product segate	hp	Personal storage to transfer my mair photos	No St	orage size Physics capasity brand and	d storage
			265 2007																													2			expensive for the value	2 year limited		uploa capa 3:	id — need to d data quickly citly — i have syears of syears of se, need a lot correliability— d to ensure thing i put on ere can be ere can be from frie securely tability and bility and	indations ands and
											-	-				-				-								-		0	3			3	would have to see the final price of it	no				
25.	6 12/1:	5/201/ 1.	2/15/2017	48	2	56	NC NC	,	2	0	0	0	1	1	1	2	1	1		0	0	0		1		0		0		0	3	2	1	3 2	Service for 30 years	no Price is good	storeage Pictures and important things to	Pri	rse the price the cap ce and user friendly No	acty
25	3 12/1:	5/201/ 1.	2/15/2017	10	2	69	NC.	3	,	U	0	0	•			-		Ü		Ü		0						0			2	2	2	2		Price is good	5200	NO	intentity N	
25 25	7 12/11 8 12/11	5/2017 12 5/2017 12	2/15/2017 2/15/2017	4 6	1	61 63	CA CA	w	1 2	0	0	0	1 1	1 1	1 1	3	1 0	0	0	0	0	0		1 0	0	0	0	0	0	0	5 2	1	2 1	3	depends on what other options are available need to see it It has great specs	nope none	pnoto storage and back-up backup External storage	nope sto	rage space pri rage space secu	e rity
25	0 12/1	5/2017 1	2/15/2017	4	1	60	FL	s	3	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	1	2	2	1	and the description was great	The capacity of the hard drive	for mainly music and photos	No Capac	ity and brand Relial	sility
250	4 12/1	5/2017 1.	2/15/2017	6	1	64	OK	s	1	0	0	0	1	1	1	2	1	1	0	0	0	0		1	0	1	0	0	0	0	3	2	1	1	It is a Seagate, which to me is the best hard drive on the market, has high storage capacity, and is at a very good price The price would	It is a hybrid drive which I like for my desktop	for video and data storage	ti cap si wh SSDI dri	ne brand, acity, access seed, and ether it is a o or a hybrid ve. Also the e is a factor nor	ne
26	7 12/1	5/2017 1	2/15/2017	9	1	52	NY	NE	1	0	0	0	1	1	1	3	1	1	0	0	0	0		1	0	1	0	0	0	0	i	1	1	2	The price would make me take a better look, but concerned about speed, might be a great backup	same as first for a backup drive it would be very cost effective	One for media on an external drive 2TB, second for a 2nd internal 3TB no	Ca sp custo thats it to	pacity and end/ price no thats: mer response covers downtime conco	them, it all my erns
26	8 12/1:	5/2017 1:	2/15/2017	6	2	24	MD	s	2	0	0	0	1	1	1	2	į	1	0	0	0	0		0	1	0	0	0	0	0	2	2	2	2	considering i paid \$80 for a 2tb drive recently, the same price for a larger HDD wouldn't be bad	i've been happy with previous seagate purchases	personal computer file storage and i gave larger applications to m (video games, who photoshop, etc.) video g	one as a gift y husband uses it for size ame storage fa	not partition of p	ght with s limiting lity to upgrades omputer by having
																																						Pric can USB	e, whether I access it via if there is no	
26	6 12/1	5/2017 12	2/15/2017	6	2	50	FL	s	2	0	0	0	i	1	1	2	1	1	0	0	0	0		1	0	0	0	0	0	0	2	2	2	5	I have no need for a desktop HHD as I do not use a desktop.	I can't use a peripheral for equipment that I do not own	Backing up my laptop and keeping extra copies of That a important files.	autor func bout covers Se it	natic back-up Feedbaction that my other us agate drive those feat offers. realibility	k from ers on ures and ; I guess.
26:	4 12/1	5/2017 1:	2/15/2017	7	1	33	FL	s	1	0	0	0	1	1	1	2	1	1	0	0	0	0		0	1	0	0	0	1	0	2	1	2	3	Most of the product info means nothing to me, but a 3TB HDD for 579 is a good price. Whether I purchase it would depend largely on user reviews.	Nope	For adding storage space to home video gaming consoles (PlayStation 4, Xbox One)	Win comp Win Nope	eless access, satishity with dows, price, eliability No	pe
																																				am not technically skilled enough to upgrade my	Back up internal			
26.	5 12/1	5/2017 12	2/15/2017	5	1	56	TX	s	1	0	0	0	1	1	1	3	0	1	0	0	0	0		1	0	0	0	0	0	0	2	1	1	5	I don't need another hard drive.	upgrade my current hard drive. I can always use	hard drives for archiving purposes.	No. an	age capacity d security. No	
26	0 12/1	5/2017 1.	2/15/2017	22	2	52	GA	s	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	1	0	0	0	0	3	1	1	2	That's a good price for what you're getting. Great value. It has a lot of information that is necessary for me to purchase a hard drive but I would like to see it in nerson and set a	more memory and that's a reasonable price for that amount of TBs.	ancestry Extra documents, dow movies, and music. n	space when How infoading has novies.	many TBs it for a good Compatib price. my sys	lity with tems.
26 26 26	5 12/1: 0 12/1: 4 12/1:	5/2017 1: 5/2017 1: 5/2017 1:	2/15/2017 2/15/2017 2/15/2017	5 6 8	2 2 2	27 36 41	FL GA FL	s s	1 1 2	0	0	0 0	1 1	1 1 1	1 2 1	3 3 2	0 1	1 0	0	1 0	0	0		1 0 0	0 0	0 0 1	0 1	0	0	0 0	2 2 2	2 1 1	1 2 2	3 2 1	review from someone reputable first. It looks like a good product	It is at a good price great cost	downloaded information, storing business information Garr To store files No engineering im	and of the	if the storage, compatibility e device to TV computers ing the space rou need The b quality durab	rand bility

respi	id interv	ew_start in	terview_end	LOI		is Q20: Q20 - Please	Q25_ABBR: In which of the following states do you live? - In which of the following states do you live?	region	survey? - Which o the following devices are you using right now to	t Q40_1: An advertising, public f relations or marketing agency or advertising	Q40_2 : A market research firm or a marketing research			th d	55 : Considering ny hard-drive(s) at you purchased aring the past six years, please indicate the	drive(s) that you purchased in the past six years. I purchased an		Q65_2: Western		Q65_4 : Toshiba		Q65_5_other : Other (please specify):		Q70_1:1TB	Q70_2:2TB	Q70_3:3TB	Q70_4:4TB	Q70_5 : 5 TB	Q70_6 : Other	Q70_7 : Don't	Q75: What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?		whether respondent sees A or B ** - ** Stores whether	hard-drive shown on the product	drive and the product costs approximately \$79.00, how likely	hat makes you disay that you	Q265 : Q265 - Any other reason that you (answer from	the hard-drive(s)	Q275 : Any other	characteristics of hard-drives do you consider most important when deciding which	Q285 : Any other hard-drive features or characteristics that you consider important when deciding which
267	5 12/1	5/2017 1	12/15/2017	5	1	66	TX	s	1	0	0	0	1	1	1	3	1	0	0	0	0	0		0	1	0	0	0	0	0	i	2	2			ncerned about si	I think there are simpler approaches to meeting my needs.	Backup/organize photos and docs		ease of operability, reliability	cost
267	B 12/1	5/2017 1	12/15/2017	7	1	58	FL	s	2	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	3	2	1	3	con	would have to mpare price and orage capacity	None	Capacity too low	None	Speed and reliability	Price and size
268	1 12/1	5/2017 1	12/15/2017	4	1	71	FL	s	2	0	0	0	1	1	i	3	0	1	0	0	1	0	Dell	1	0	0	0	0	1	0	3	2	2			t sure if I need it # 79.00 is a very	Not sure if I need it	Backing up my files	No		Value (price per storage capacity)
268: 269		5/2017 1 5/2017 1	12/15/2017	4 7	1 1	30 68	TX OH	S MW	2 2	0	0	0	1 1	1 1	1 1	2 2	1 1	0	0	0	0	0		1 0	0	0	0	0	0	0	5 3	2 2	2 2		1	heap price for I	price.	To backup personal documents and la family pictures. storage capacity	I also store family		
270	12/1	5/2017 1	12/15/2017	5	1	47	OK	s	2	0	0	0	1	1	1	2	0	1	0	1	0	0		1	0	0	0	1	0	0	1	2	2		1	s good product and price will need more	it is a good thing	personal storage of movies	pictures	how big the srorgae is amount of space	none thati can think
270: 271-	3 12/1 4 12/1	5/2017 1 5/2017 1	12/15/2017 12/15/2017	6	1 1	48 50	PA FL	NE S	1	0	0	0	1	1 1	1	3 2	1 0	0	0	0	0	0		1 0	0	0	0	0	0	0	1 3	2	1 2	2		space soon apacity, drive	none great	computer backup excel	no word	amount of space and price drive	none capacaity
272	12/1	5/2017 1	12/15/2017	6	1	34	IL	MW	1	0	0	0	1	1	1	3	1	1	0	1	0	0		0	1	1	1	0	0	0	2	1	2		2 abo	ike everything out the product		it can store memory	no	I am not sure	no
273	12/1	5/2017 1	12/15/2017	3	1	35	NY	NE	1	0	0	0	1	1	1	3	1	1	0	0	0	0		1	0	1	0	1	0	0	1	1	1	2	\$79	is a good price for 3 TB	reliable brand	Expand gaming	pictures	Reliable brand	Easy storage
276	12/1	5/2017 1	12/15/2017	7	1	42	CA	w	1	0	0	0	1	1	1	2	1	1	0	0	0	0		1	1	0	0	0	0	0	2	1	1	4		Don't need it.	No	system storage S space.	digital movie	Capacity	Speed and brand.
276	12/1	5/2017 1	12/15/2017	7	1	60	МО	MW	1	0	0	0	1	1	1	3	1	0	0	0	0	0		0	0	1	0	0	0	0	8	1	1	4	ge	t a lower price	none	used for work	none	works well	none
276	3 12/1	5/2017 1	12/15/2017	8	1	75	NY	NE	1	0	0	0	1	1	1	2	0	1	0	0	0	0		0	0	0	1	0	0	0	1	1	1	4	int	chased a similar ternal HDD and do not need another one.	no other reason	storing videos	n/a	capacity, speed, reliability, cost	
2771	12/1	5/2017 1	12/15/2017	8	1	46	MN	MW	2	Ō	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	0	1	0	0	2	2	1	2		as the storage nd speed I like using	none	storage of photographs		speed of downloading and space on drive	cost is something I consider
2771	5 12/1	5/2017 1	12/15/2017	44	2	32	ОН	MW	1	0	0	0	1	1	1	2	1	1	0	0	0	0		1	0	1	0	0	0	0	1	1	2		is ar cap me re fast	cause is reliable, vailable in large pacity, it helps i save money, is iliable, secure, t and have good performance		I needed a larger hard drive for backing up computer hard to drives.		affordable, reliable easy to install, good performance, fast and compatible	
278	12/1	5/2017 1	12/15/2017	5	2	48	FL	s	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	1	0	0	0	1	1	1	1		eliable product (	Costumer support	Program use and storage upgrade	None	Storage	None
278	9 12/1	5/2017 1	12/15/2017	9	2	66	КУ	s	3	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	0	1	0	0	2	1	2			and power on	Like this product I	Personal research	None	Workload and useage	None
279	3 12/1	5/2017 1	12/15/2017	6	2	21	IN	MW	2	0	0	0	1	1	2	2	0	0	0	1	0	0		1	0	0	0	0	0	0	8	1	2		go the k seco if it er	t looked like a nod product on i first sheet, but ooking at the ond i dont know i would be good nough for me personally.	there is no other e		no, other thn a usb hard drive to trnfer music from devices,	Great space speed	no there are none.

### **EXHIBIT I**

December 28, 2017

#### Q260 Reasons for Purchase Intent

#### **Positive (Grand Net)**

#### Ease/Convenience (Net)

- 01 Easy/simple/easy to use
- 02 Other Miscellaneous Ease/Convenience Mentions (List)

#### **Brand Related (Net)**

- 03 Good brand/made by Seagate/Seagate is a good brand (Unspec)
- 04 Use/have used their products before (and liked them)
- 05 Reliable/dependable/reputable brand/trust Seagate
- 06 Familiar/well known/name brand
- 07 Long history/30 years of history
- 08 Other Brand Related Mentions (List)

#### Speed Related (Net)

- 09 Fast/speed/high speed
- 10 Fast/faster transfer speeds
- 11 Other Speed Related Mentions (List)

#### Capacity (Net)

- 12 Good memory/storage capacity (Unspec)
- 13 Large storage capacity/has a lot of space/can save/backup a lot of files
- 14 3TB size/storage capacity
- 15 5TB size/storage capacity
- 16 Other Capacity Mentions (List)

#### Appearance (Net)

- 17 The appearance/style/design/looks attractive (Unspec)
- 18 Other Appearance Mentions (list)

#### Rugged/Durable/Reliable (Net)

Failure Rate (SubNet) [CODE AT SINGLE MENTIONS]

19 <1% failure rate

#### Miscellaneous Rugged/Durable/Reliable [CODE AT SINGLE MENTIONS]

- 20 Reliable/dependable
- 21 Durable
- 22 Long lasting
- 23 Able to withstand extreme temperatures

#### **General Functionality (Net)**

- 24 Good performance/would work/do the job
- 25 Like the specs/features (Unspec)
- 26 Other General Functionality Mentions (List)

#### **General Quality (Net)**

- 27 Good/high quality
- 28 Other General Quality Mentions (List)

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#### **Useful/Needed Product (Net)**

- 29 Useful/helpful (Unspec)
- 30 Something I need/the kind of product I've been looking for
- 31 Meets my needs/gives me everything I need
- 32 Other Useful/Needed Product Mentions (List)

#### Usage (Net)

- 33 Good for storing photos
- 34 Good for a backup/to store/backup data/files
- 35 Other Usage Mentions (List)

#### Cost/Economy (Net)

- 36 Good/reasonable price/cost/it's affordable
- 37 Good price for size/for storage capacity
- 38 Good value/deal
- 39 Other Cost/Economy Mentions (List)

#### **Miscellaneous Positive**

- 40 Looks/sounds good/interesting/a good product/hard drive/I'd like it (Unspec)
- 41 Like the size/good size (Unspec)
- 42 Compatible with my computer/present OS
- 43 New/different/unique
- 44 Modern/technologically advanced/innovative/cutting edge product
- 45 Warranty/good warranty/warranties/1 year/2 year/extended warranty
- 46 Safe/secure
- 47 Strong/powerful
- 48 Like description/information given (All Mentions)
- 49 Other Miscellaneous Positive Mentions (List)

#### **Negative (Grand Net)** Capacity (Net)

- 50 Small storage capacity/want a larger capacity drive (Unspec)
- 51 Large storage capacity/more storage than I want/need
- 52 Other Capacity Mentions (List)

#### Lack of Reliability (Net) Failure Rate (SubNet)

53 Dislike <8% failure rate

#### **Miscellaneous Lack of Reliability**

54 Other Miscellaneous Lack of Reliability Mentions (List)

### Lack of Need (Net)

#### Prefer/Use Others (SubNet)

- 55 Already have one/satisfied with what I currently have/use (Unspec)
- 56 Prefer/use Western Digital
- 57 Prefer SSD drives
- 58 Other Prefer/Use Others Mentions (List)

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#### **Miscellaneous Lack of Need**

- 59 Don't need it/not useful for me (Unspec)
- 60 Don't have/use a desktop/only use a laptop/tablet
- 61 Other Lack of Need Mentions (List)

#### **Miscellaneous Negative**

- 62 All Negative price mentions: too expensive, costs more than others, can't afford it
- 63 Dislike the brand/Seagate (All Mentions)
- 64 Other Miscellaneous Negative Mentions (List)

#### **Neutral (Grand Net)**

#### **Cost Concerns (Net)**

- 65 Depends on price/need to know the price (Unspec)
- 66 Depends on price comparison to others
- 67 Other Cost Concerns Mentions (List)

#### **Need More Information (Net)**

- 68 Need to do research/read reviews/get more information
- 69 Need to compare with others/see what else is available
- 70 Not familiar with the brand/need to know more about the brand/manufacturer
- 71 Other Need More Information Mentions (List)

#### Speed Related (Net)

72 Other Speed Related Mentions (List)

#### Miscellaneous Neutral

- 73 Depends on need: if I needed (another) hard drive, if I needed that much storage space
- 74 Haven't decided/not sure about it yet
- 75 Other Miscellaneous Neutral Mentions (List)
- 76 Don't know/nothing/no answer

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#### Q270 Main uses of the hard-drive(s) you bought in the past six years?

# Specific File Types (Net) Media Files (SubNet) Photos/Image Files (Sub-SubNet)

01 Storing/backing up photos/images

02 Other Photos/Image Files Mentions (List)

#### Video Files (Sub-SubNet)

03 Storing/backing up video/movies

04 Other Video Files Mentions (List)

#### Music Files (Sub-SubNet)

05 Music/audio files

06 Other Music Files Mentions (list)

#### Miscellaneous Media Files

07 For gaming/storing games/external hard drive for game console

08 Other Miscellaneous Media Files

#### Miscellaneous Specific File Types

- 09 Storing/backing up documents
- 10 For schoolwork
- 11 For business purposes
- 12 For personal use
- 13 Large files
- 14 Important documents
- 15 Other Miscellaneous Specific File Types Mentions (List)

#### General Storage/Back Up (Net)

- 16 For backing up/back up purposes/as a backup drive/to back up (entire) computer/laptop
- 17 Data storage/storing (old) files
- 18 For extra space/more storage capacity
- 19 Clearing out hard drive space to improve performance/allow for more speed
- 20 To free up space on my computer/laptop
- 21 For secure storage/back up in case hard drive crashes
- 22 As external drive/storage
- 23 Other General Storage/Back Up Mentions (List)

#### Miscellaneous

- 24 Transfer files/transfer from device(s) to computer/from one computer to another
- 25 To replace old hard drive/my hard drive died
- 26 Other Miscellaneous Mentions (List)
- 27 Nothing
- 28 Don't know

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### Q280 hard-drive features or characteristics that you consider important when deciding which hard-drive to buy?

#### **General Backup (Net)**

- 01 Ability to backup/save/store data/files
- 02 Other General Back Up Mentions (List)

#### Speed Related (Net)

- 03 Speed/that it's fast (Unspec)
- 04 Transfer speed
- 05 Disc rotational speed
- 06 Access speed
- 07 Read/write rates
- 08 Download speed
- 09 Other Speed Related Mentions (List)

#### Ease/Convenience (Net)

- 10 Ease of use/that it's easy/simple to use
- 11 Easy to install
- 12 Other Ease/Convenience Mentions (List)

#### **Connections (Net)**

- 13 Connectivity/connection type (Unspec)
- 14 USB connection (Unspec)
- 15 Wi-Fi/wireless connectivity
- 16 Other Connections Mentions (List)

#### Compatibility (Net)

- 17 Compatibility/compatible with my computer/OS/devices (Unspec)
- 18 Other Compatibility Mentions (List)

### Ruggedness/Durability/Dependability (Net)

#### Failure Rate (SubNet)

- 19 Failure rate
- 20 Low risk of failure
- 21 Not failing/knowing it won't crash
- 22 Other Failure Rate Mentions (List)

#### Miscellaneous Ruggedness/Durability/Dependability

- 23 Reliability/dependability
- 24 Durability/sturdiness/won't break
- 25 Longevity/lasts/holds up a long time
- 26 Stability
- 27 Other Miscellaneous Ruggedness/Durability/Dependability Mentions (List)

#### **General Quality (Net)**

- 28 Quality
- 29 Other General Quality Mentions (List)

#### Reviews/Recommendations (Net)

- 30 Reviews/customer reviews
- 31 Other Reviews/Recommendations Mentions (List)

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#### Appearance (Net)

32 Other Appearance Mentions (List)

### Physical Attributes (Net) Size/Shape (SubNet)

- 33 Physical size
- 34 Small/compact
- 35 Other Size/Shape Mentions (List)

#### **Miscellaneous Physical Attributes**

- 36 Portability
- 37 Other Miscellaneous Physical Attributes Mentions (List)

#### General Performance/Functionality (Net)

- 38 Hard drive type
- 39 Temperature range
- 40 Specifications
- 41 Power consumption
- 42 Other General Performance/Functionality Mentions (List)

#### Brand Related (Net)

- 43 Brand/manufacturer (Unspec)
- 44 Brand reputation/from a reputable/reliable/trustworthy brand
- 45 Familiar/well known/name brand
- 46 Other Brand Related Mentions (List)

#### Service/Repair (Net)

- 47 Warranty/replacement/return policy
- 48 Other Service/Repair Mentions (List)

#### Price (Net)

- 49 Price/cost/affordability/good price (Unspec)
- 50 Value/price to size ratio
- 51 Other Price Mentions (List)

#### **Miscellaneous**

- 52 Size/how big it is (Unspec)
- 53 Capacity/amount of memory/storage space
- 54 Safety/security
- 55 Software/drivers
- 56 Performance
- 57 Noise level/quiet
- 58 Other Miscellaneous Mentions (List)
- 59 None/don't know/no answer

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## **EXHIBIT J**

Case 3:16-cv-00523-JCS Document 154-12 Filed 01/12/18 Page 214 of 240 q65\_2 q70\_1 q70\_2 q70\_3 q70\_4 q65\_1 q65\_4 q65\_5 q65\_6 q70\_5 q70\_6 q260/265\_3 Respid LOI Age Gender State Region Cell q50 q55 q60 q65\_3 q70\_7 q75 q250AB q260/265\_1 q260/265\_2 CA NVMI MW ME NE NY NE W WA NY NE TN S ME NE ΑZ W FL AR NC MA NE KS MW AZW ОК ΑL CA PA NE n NC CT MD S O VA OR NV MO MW MW IL NC S FL GΑ ΑZ TN FL MI MW PΑ NE NJ NE CA W O UT W O MI MW CA W NY NE ΚY CA W IΑ MW ME NE PA NE FL OK MW IL 

									Cas	se 3:16	6-cv-0	0523-3	ICS	Docu	ıment	154-12	F	iled 01	/12/18	Pa	ige 215	of 24	0				
227	12	75	2	NIV	NIE	2		4		_	4	_						0	0	0	.9	0		2	72		
227	13	75 CF	2	NY	NE NAVA	2	1	1	2 2	0	1	0	0	0	0	1	0	0	0	0	0	0	3	3	73	55	
230	1	65 38	1	MI	MW	2	1	1		0	1	0	0	0	0	0	0	0	0	1	0	0	2	3	55 40		
245	4	28	1	NJ	NE	2	1	1	2	0	0	0	1	0	0	0	0	0	0	1	0	0	1	1	49	26	
248	9	42	2	CA	W	2	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	4	3	75	36	
251	13	57	2	MN	MW	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	1	3	62		
253	7	53	1	WV	S	2	1	1	3	1	0	0	0	0	0	1	0	0	0	0	0	0	2	2	12	1	2
258	8	61	2	PA	NE	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	1	3	73	69	
276	12	43	1	MO	MW	2	1	1	3	0	0	0	1	0	0	0	1	0	0	0	0	0	3	2	31	65	
282	7	29	2	KY	S	1	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	2	2	40		
287	3	29	1	MD	S	1	1	1	3	1	1	0	0	0	0	1	1	0	0	0	0	0	2	2	9	42	49
293	3	38	1	MA	NE	2	1	1	3	0	0	0	1	0	0	1	0	0	0	0	0	0	2	2	25	3	36
294	3	38	2	OH	MW	1	1	1	3	0	0	0	1	0	0	0	0	0	1	0	0	0	2	2	40		
305	5	54	1	IL	MW	1	1	1	2	1	1	0	0	0	0	1	0	0	0	0	0	0	4	4	36		
308	5	32	2	IA	MW	1	1	1	2	1	0	0	0	0	0	0	1	0	1	0	0	0	1	2	36	31	12
309	6	25	2	IN	MW	1	1	1	2	1	1	1	1	0	0	0	0	1	0	0	0	0	4	2	40		
310	6	37	1	NH	NE	2	1	1	3	0	0	0	1	0	0	0	1	0	0	0	0	0	2	2	40	66	69
315	9	33	2	WI	MW	1	1	1	3	1	1	0	0	0	0	0	1	0	0	0	0	0	1	1	12	49	26
321	8	36	1	CA	W	2	1	1	2	0	1	0	1	0	0	0	1	0	0	0	0	0	1	2	40		
323	12	47	1	CA	W	2	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	4	2	12	30	26
331	6	40	1	NY	NE	2	1	1	3	1	0	0	0	0	0	1	0	0	0	0	0	0	8	5	60		
340	12	39	1	TX	S	2	1	1	2	1	0	0	0	0	0	0	0	1	0	0	0	0	3	2	12	30	3
	7	27	1	TX	S	1	1	1	3	1	1	0	1	0	0	0	1	0	0	1	1	0	1	2	5	36	3
342	8	41	1	OH	MW	1	1	1	2	1	0	0	0	0	0	0	0	0	0	1	0	0	2	3	64	62	E2
346							1	1		0					0		0		-			0			9		52
347	5	36	1	PA	NE	1	1	1	2		1	0	1	0		1		0	0	0	0	-	1	2		12	5
360	7	48	2	OR	W	2	1	1	3	1	1	0	1	0	0	0	0	1	0	0	0	0	1	1	3	31	49
362	14	69	1	MI	MW	1	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	3	1	35		
364	6	27	2	MI	MW	2	1	1	3	0	0	1	1	0	0	0	1	0	0	0	0	0	1	2	12	53	
368	7	63	2	NY	NE	2	1	1	3	0	1	0	0	0	0	0	1	0	0	0	0	0	5	3	73	51	
381	5	47	2	TX	S	2	1	1	2	1	1	0	0	0	0	1	1	0	1	0	0	0	1	3	64		
389	11	51	2	GA	S	2	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	3	2	31	5	
398	11	30	2	NY	NE	2	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	1	3	51	60	
409	7	62	1	WI	MW	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	8	2	36	6	
410	12	32	2	CA	W	1	1	1	3	1	1	0	0	0	0	0	1	0	0	1	0	0	2	2	26		
423	4	32	2	KY	S	2	1	1	3	0	0	0	1	0	0	1	0	0	0	0	0	0	2	3	73	67	68
429	7	53	2	KS	MW	2	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	1	3	45	48	
452	32	24	2	WI	MW	1	1	2	3	0	0	0	1	0	0	0	0	0	1	0	0	0	5	2	31	36	
457	4	51	1	CA	W	1	1	1	2	0	1	0	0	0	0	1	1	0	0	0	0	0	8	5	71		
464	26	36	2	NC	S	1	1	1	3	0	0	0	1	0	0	1	0	0	0	0	0	0	1	2	12	43	49
465	12	35	1	FL	S	2	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	1	1	25		
468	4	56	1	MA	NE	2	1	1	2	0	1	0	0	0	0	0	0	1	0	0	0	0	1	3	75		
469	4	22	1	CA	W	2	1	1	3	0	0	0	1	0	0	1	1	1	1	1	0	0	1	1	6	26	
471	8	48	1	FL	S	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	2	1	30	36	
472	8	72	1	DE	S	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	2	5	63	56	
480	6	35	2	CA	W	1	1	1	3	0	1	0	0	0	0	1	1	0	0	0	0	0	1	2	65	4	
482	5	47	2	TX	S	1	1	1	3	0	1	1	1	0	0	0	0	0	1	0	0	0	5	1	1	36	
489	5	50	2	IL	MW	1	1	1	3	0	0	0	1	1	0	1	1	0	0	0	0	0	1	1	12	38	37
																											31
490 501	5 24	65 27	1	FL	S	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	1	3	69 10	66 27	45
501	34	37 75	2	CA	W	1	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	1	2	10	37	45
507	6	75 22	1	TX	S	1	1	1	3	0	1	0	0	0	0	1	0	0	0	0	0	0	1	2	3	25	2.4
508	7	32	2	IL 	MW	1	1	1	3	1	1	1	1	0	0	1	1	1	1	1	0	0	1	1	12	25	31
517	6	27	1	IL	MW	1	1	1	2	0	1	0	0	0	0	0	1	0	1	0	1	0	2	3	8	37	56

									Cas	se 3:16	6-cv-0	0523-3	JCS	Docu	ıment	154-12	F	iled 01	/12/18	Pa	ge 216	of 24	0				
E10	5	40	1		N // N / /	1	1	1		1	_	0				1	0	0	0	0	0	0		2	40		
518		40	1	IL NIX	MW	1	1	1	2 3	1	0	0	0	0	0	1		0	0	0	0	0	3	2	40		
520	4	31	1	NY	NE	-	1	1		_	1	0	0	0	0	1	1	0	0	0	0	0	2	2	69 57	66	
525	32	36	1	VA	S	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	4	3	57		
532	11	52	1	UT	W	1	1	1	2	0	1	0	0	0	0	0	0	1	0	0	0	0	3	3	61		
533	3	27	1	OH	MW	1	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	1	3	31	69	
539	4	27	1	MD	S	1	1	1	2	0	0	0	1	0	0	0	0	0	0	1	0	0	1	2	25	27	36
543	4	32	1	CA	W	1	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	2	2	17	49	
549	4	44	1	WV	S	2	1	1	2	1	1	0	0	0	0	1	1	0	0	0	0	0	1	1	37	30	12
557	13	55	1	FL	S	2	1	1	3	0	0	0	1	0	0	1	1	0	0	0	0	0	1	2	36	9	5
558	5	30	2	PA	NE	2	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	1	2	20	24	25
560	7	38	1	WI	MW	2	1	1	2	1	0	0	0	1	0	1	0	0	0	0	1	0	1	3	35	57	
564	6	73	1	FL	S	2	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	8	3	73	65	
566	8	35	2	TX	S	2	1	1	3	0	1	0	1	0	0	1	1	0	0	1	0	0	1	2	44	24	26
575	7	50	1	VA	S	2	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	3	3	73	65	
590	7	25	1	PA	NE	2	1	1	2	0	0	1	1	0	0	0	1	1	0	0	0	0	1	2	13	36	
595	6	41	2	ОН	MW	2	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	2	2	12	31	
596	4	59	1	NH	NE	2	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	5	3	73		
597	9	57	2	NY	NE	2	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	4	2	31	36	75
604	9	60	1	CA	W	2	1	1	3	1	0	0	0	0	0	1	0	0	0	0	0	0	3	2	30	25	3
605	11	77	1	IN	MW	2	1	1	2	0	1	1	0	0	0	1	1	0	0	0	0	0	1	5	63		
613	7	45	1	VA	S	2	1	1	3	1	1	0	0	0	0	1	0	0	0	0	0	0	2	2	27	31	25
614	5	57	2	PA	NE	2	1	1	2	0	0	0	1	0	0	0	0	1	0	0	0	0	2	2	26		
615	5	64	2	FL	S	2	1	2	2	1	0	0	0	0	0	0	0	0	1	0	0	0	1	2	48		
630	15	35	1	RI	NE	1	1	1	3	1	1	0	0	0	0	1	1	0	0	0	0	0	1	3	36	34	57
636	9	26	1	MN	MW	1	1	1	2	0	0	0	1	0	0	0	0	1	0	0	0	0	3	2	38	27	29
644	7	50	1	MO	MW	1	1	1	2	0	0	0	1	0	0	0	0	1	0	0	0	0	6	2	31	21	23
648	7	48	1	PA	NE	1	1	1	2	0	1	0	0	0	0	0	0	0	1	0	0	0	1	3	61	39	36
649	5	58	1	AL	S	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	2	2	73	65	30
	5 59	34	1	PA	NE	2	1	1	2	0	0	0	1	0	0	0	0	0	0	1	0	0	3	3	73 68	03	
656 657	9						1	1	2			0	0		0		0			0		0	2	3	73		
657		77 60	1	PA	NE W	1 1	1	1	2	1 0	1 1	0	0	0 0	0	1 1	0	0 0	0 1	0	0 0	0	1	5 5			
661	4	60	1	CA			1	1																	59	20	
666	0	60	1	IL DA	MW	1	1	1	3	1	0	0	0	0	0	0	0	1	0	0	0	0	3	2	3	36	
670	4	30	1	PA	NE	1	1	1	3	1	1	0	1	1	0	0	1	0	1	0	1	0	1	4	52	47	
672	6	58	1	MO	MW	1	1	1	3	0	1	0	0	0	0	0	0	0	1	0	0	0	1	1	38	47	
673	9	58	1	ME	NE	2	1	1	3	0	1	0	1	0	0	0	1	0	0	0	0	0	5	1	14	30	37
676	9	54	1	AZ	W	2	1	2	3	0	1	0	0	0	0	0	0	1	0	0	0	0	2	3	76		
677	6	45	1	WA	W	2	1	1	2	1	1	0	0	0	0	1	1	0	0	0	0	0	1	1	25	31	6
678	6	62	1	CA	W	2	1	1	3	0	0	0	1	0	0	0	1	0	0	0	0	0	3	3	75		
680	4	51	1	LA	S	2	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	5	3	69	66	
686	10	27	1	NY	NE	2	1	1	2	1	0	0	0	0	0	0	0	1	0	0	0	0	5	4	53	73	50
689	8	53	1	DE	S	2	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	1	2	36	31	
694	6	60	1	WV	S	2	1	1	2	1	1	0	1	0	0	1	0	0	0	0	0	0	1	2	27	3	
699	35	63	1	MI	MW	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	3	2	30	12	
712	4	74	1	SC	S	1	1	1	3	0	0	0	1	0	0	1	0	0	0	0	0	0	4	3	63		
716	8	62	1	NC	S	1	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	2	1	3	45	19
723	10	57	1	TX	S	1	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	3	2	5		
728	11	40	2	TX	S	1	1	1	3	1	0	0	0	0	0	0	1	0	0	0	0	0	1	2	25	26	
730	10	33	1	NJ	NE	1	1	1	2	1	1	0	0	0	0	1	1	0	0	0	1	0	1	3	72	65	75
732	7	32	2	CA	W	1	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	2	2	36		
750	9	59	1	NH	NE	1	1	1	2	1	1	0	0	0	0	0	1	1	0	0	0	0	1	2	14	73	38
758	5	18	2	FL	S	1	1	1	2	1	0	0	0	0	0	0	0	0	1	0	0	0	2	2	24	29	

									Cas	se 3:16	6-cv-0	0523-	JCS	Docu	ıment	154-12	F	iled 01	./12/18	Pa	ige 217	7 of 24	0				
765	5	20	2	FL	c	1	1	1	2	0	0	_	1	0	0	0	0	1	_	Λ	_	0	3	1	25	38	
765 776	5	20 50	1	TN	S	2	1	1	3	0	0	0	1	0	0	0	0	0	0 1	0	0	0	3	4	36	36 12	
776 777	8	51	1	NH	NE	2	1	1	3	0	0	0	1	0	0	0	0	0	0	1	0	0	1	2	65	12	
782	31	85	1	CA	W	2	1	1	2	1	1	0	0	0	0	0	1	1	0	0	0	0	3	2	14	6	4
785	15	65	1	FL	S	2	1	1	2	0	1	0	0	0	0	0	1	0	1	0	1	0	1	3	36	U	4
785 786	7	59	1	OH	MW	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	1	Л	51		
796	9	52	1	TX	S	2	1	1	2	1	1	1	0	0	0	1	1	0	1	0	0	0	1	2	3	36	
803	5	43	1	DE	S	2	1	1	3	0	0	0	1	0	0	0	0	0	0	1	0	0	1	1	30	12	20
806	6	43 47	1	MI	MW	2	1	1	3	1	0	0	0	0	0	1	0	0	0	0	0	0	1	2	25	31	38 5
808	5	56	1	TX	S	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	2	2	27	31	3
813	5	25	1	IN	MW	2	1	1	3	0	1	0	1	0	0	0	1	0	0	0	0	0	3	1	9	27	36
814	7	30	1	CA	W	2	1	1	3	1	1	0	0	0	0	0	1	1	0	0	0	0	1	1	25	12	9
823	10	43	2	WA	W	1	1	1	3	0	0	0	1	0	0	0	0	0	1	0	0	0	1	3	73	67	
835	8	63	1	CA	W	1	1	1	2	1	1	0	0	0	0	1	1	1	1	1	0	0	1	3	74	0,	
837	13	20	2	NY	NE	2	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	3	2	44		
846	6	61	1	NH	NE	1	1	1	3	1	1	0	0	0	0	1	0	1	0	0	0	0	3	3	3	68	17
849	3	27	2	NY	NE	1	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	2	3	73	64	17
855	12	21	1	MO	MW	1	1	1	3	0	1	0	0	0	0	0	0	0	1	0	0	0	1	3	68	56	
856	4	41	1	LA	S	1	1	1	2	1	1	0	0	0	0	0	1	0	0	1	0	0	1	1	3	31	36
857	11	68	1	NY	NE	1	1	1	2	1	0	0	0	0	0	1	1	0	0	0	0	0	3	2	5	4	31
864	6	58	1	NJ	NE	1	1	1	2	1	0	0	0	0	0	0	0	0	0	1	0	0	1	2	73	7	31
876	12	21	2	AZ	W	2	1	1	3	0	0	0	1	0	0	0	0	0	0	1	0	0	6	1	26	36	
879	27	58	2	NY	NE	2	1	2	2	0	1	0	1	0	0	0	0	1	1	0	0	0	1	4	59	30	
885	5	36	1	MN	MW	2	1	1	2	0	1	0	0	0	0	1	1	1	0	0	0	0	1	2	31	66	5
886	5	32	2	CA	W	1	1	1	3	1	1	1	0	0	0	1	1	0	0	0	0	0	1	1	25	00	3
889	5	32	2	GA	S	2	1	2	2	0	0	0	1	0	0	0	0	0	1	0	0	0	2	3	75	65	
891	6	48	1	NY	NE	2	1	1	3	0	1	0	0	0	0	1	0	0	0	0	0	0	2	3	66	56	
895	4	32	2	FL	S	1	1	1	2	0	0	0	1	0	0	0	0	0	0	1	0	0	1	1	29	30	
898	6	41	2	TX	S	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	8	2	36		
900	4	25	2	AZ	W	2	1	1	3	0	0	0	1	0	0	0	0	0	1	0	0	0	2	2	13		
901	9	28	2	AZ	W	2	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	1	1	30		
906	5	44	2	NY	NE	2	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	2	2	13	1	
922	3	27	1	SC	S	2	1	1	3	1	1	0	0	0	0	1	0	0	0	1	0	0	2	2	2	18	
925	7	39	1	TX	S	2	1	1	3	1	1	0	0	0	0	1	0	0	0	0	0	0	2	1	39	13	
927	4	42	2	AZ	W	2	1	1	3	0	0	0	1	0	0	0	0	1	0	0	0	0	5	3	73		
934	5	38	1	MD	S	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	3	2	27	36	8
937	5	41	2	GA	S	1	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	1	3	3		
939	10	48	2	WA	W	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	2	1	3	36	
940	7	42	1	CA	W	1	1	1	2	1	1	0	1	0	0	0	0	0	1	0	0	0	2	1	14		
947	6	34	1	NY	NE	1	1	1	2	0	0	0	1	1	0	0	1	0	1	1	0	0	1	2	37	50	
948	6	23	1	NV	W	1	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	2	2	29	59	
952	7	38	2	СО	W	1	1	1	2	0	1	0	0	0	0	0	1	1	0	0	0	0	2	3	63	58	
955	11	45	2	CA	W	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	2	3	68	71	66
958	4	37	2	MI	MW	1	1	2	2	1	0	0	0	0	0	1	0	0	0	0	0	0	2	2	36		
961	7	44	1	FL	S	1	1	1	2	0	1	0	0	0	0	0	0	1	0	0	0	0	2	2	13	27	3
965	11	56	1	AL	S	1	1	1	2	1	0	0	0	0	0	0	0	1	0	0	0	0	4	2	12	9	46
967	3	37	1	TX	S	1	1	1	2	1	0	0	0	0	0	0	0	0	1	0	0	0	1	2	37		
975	22	58	2	NY	NE	2	1	1	2	0	1	0	0	0	0	0	0	0	0	1	0	0	3	1	13	36	
976	8	39	1	VA	S	1	1	1	3	1	0	1	1	0	0	1	0	1	1	0	0	0	1	2	42	5	65
982	7	35	1	CA	W	1	1	1	2	1	1	0	0	0	0	0	1	0	1	0	1	0	1	3	63	56	
986	9	61	1	СО	W	1	1	1	2	1	1	0	0	0	0	1	1	0	0	0	0	0	2	3	71	60	57

									Cas	se 3:16	i-cv-0	0523-J	CS	Docu	ment :	154-12	Fi	iled 01	/12/18	Pa	age <b>21</b> 8	3 of 24	0				
000	3	25	2	NAI	N // N / /	1	1	1		_			0				0	_				0		2	26		
989		25		MI	MW	2	1	2	2	0	1	0	0	0	0	0	0	0	1	0	0	-	3 7	2	36 75	26	
1001	5	72 27	1	NJ	NE	2	1	1	2 2		1	0 0		0	0	1		0	0	0	0	0	2	2		36	
1017	6	37	2	AL	S		1			0	1		0	0	0	1	0	0	0	0	0	0		3	75 25	65	
1021	6	25	2	MN	MW	2	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	3	2	35	13	
1024	11	29	2	OR	W	2	1	1	3	1	0	0	0	0	0	0	0	1	0	0	0	0	6	4	64	60	
1027	7	36	1	PA	NE	2	1	1	3	1	0	0	0	0	0	0	1	0	0	0	0	0	3	3	5	75	
1028	13	33	1	GA	S	1	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	6	1	37	14	
1033	13	42	2	MD	S	2	1	1	2	1	1	0	0	0	0	1	1	0	0	0	0	0	1	1	5	27	12
1051	8	38	2	CA	W	2	1	1	2	1	0	0	1	0	0	1	0	0	0	0	0	0	4	2	25	31	36
1063	4	37	1	CA	W	2	1	1	2	0	1	0	0	0	0	0	0	0	1	0	0	0	8	5	59		
1066	20	39	2	AL	S	1	1	1	3	0	0	0	1	0	0	1	0	0	0	0	0	0	6	1	13	49	
1069	9	52	2	NJ	NE	2	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	1	2	5	7	46
1075	9	69	1	TX	S	1	1	1	3	0	1	0	1	0	0	1	0	1	0	0	0	0	3	2	37	73	
1086	12	51	1	UT	W	2	1	1	3	1	1	0	0	0	0	1	1	0	0	0	0	0	1	1	48		
1088	6	35	2	NY	NE	1	1	1	3	1	1	0	1	0	0	0	0	0	1	1	0	0	1	2	13	69	
1090	9	35	2	NY	NE	1	1	1	2	1	1	0	0	0	0	1	0	0	0	0	0	0	2	1	29	36	
1099	5	24	1	NY	NE	1	1	1	3	1	0	0	1	0	0	1	1	0	0	0	0	0	1	2	25	9	30
1107	9	50	2	AZ	W	1	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	3	4	50	-	
1109	7	40	2	MS	S	1	1	1	3	0	0	0	1	0	0	0	0	0	0	1	0	0	1	1	7	46	
1112	7	30	1	OK	S	1	1	1	3	0	1	1	0	0	0	0	1	0	1	0	0	0	1	2	6	26	2
1113	5	39	1	CA	W	1	1	1	3	1	1	0	0	0	0	0	1	0	1	1	0	0	1	3	63	56	2
						2	1	1																		30	
1124	35	35	1	AL	S		1	1	3	0	1	1	1	0	0	1	1	0	0	0	0	0	2	1	48	25	
1127	5	50	1	OH	MW	2	1	1	3	0	0	0	1	0	0	0	0	1	0	0	0	0	3	2	24	25	
1129	10	62	2	FL	S	2	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	3	3	71		
1134	6	37	2	PA	NE	2	1	1	2	0	0	0	1	0	0	0	0	1	0	0	0	0	1	3	12		
1168	10	20	1	NC	S	2	1	1	2	1	1	0	0	0	0	1	0	0	0	0	0	0	2	2	5	36	
1174	6	43	1	DE	S	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	3	2	27	28	
1181	8	53	2	ОН	MW	1	1	1	3	0	0	0	1	0	0	0	0	0	1	0	0	0	1	2	25	43	
1210	13	65	1	LA	S	1	1	1	3	0	1	0	0	0	0	1	0	0	0	0	0	0	1	3	69	38	
1231	10	39	2	MI	MW	2	1	1	3	0	0	0	1	1	0	1	0	0	0	0	1	0	1	2	3	36	
1233	5	26	2	FL	S	1	1	2	2	0	0	0	1	0	0	0	0	0	1	0	0	0	2	2	13	37	
1242	6	62	2	TX	S	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	2	5	62		
1272	7	42	2	TX	S	1	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	3	1	38		
1283	6	37	1	SC	S	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	2	1	13	36	
1284	4	44	2	СТ	NE	2	1	2	2	0	1	0	0	0	0	0	0	1	0	0	0	0	2	2	39	25	
1293	36	70	1	AL	S	2	1	1	3	1	1	0	1	0	0	0	1	0	1	0	0	0	1	2	3	4	25
1313	9	46	1	KY	S	1	1	1	3	1	1	0	0	0	0	0	0	0	0	1	0	0	2	1	12	5	20
1334	10	67	1	TX	S	2	1	1	3	0	1	0	0	0	0	1	0	0	0	0	0	0	6	4	51		
1339	6	53	1	AL	S	1	1	1	3	1	0	0	0	0	0	0	1	0	0	0	0	0	2	3	69		
1340	13	68	2	FL	S	2	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	8	3	68		
1344	0	35	2	TN	S	2	1	1	3	0	1	0	1	0	0	0	1	0	1	0	0	0	2	2	67		
1344	9	76	1	FL	S	1	1	1	2	1	1	0	0	0	0	0	1	0	1	0	0	0	1	4	63		
							1	1											0							27	12
1366	10	30	2	IL	MW	1	1	1	2	0	1	0	1	0	0	1	0	0	•	0	0	0	7	2	39	37	13
1367	9	22	1	FL	S	2	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	3	2	49 75	27	3
1368	4	37	1	NY	NE	2	1	1	3	1	1	0	1	0	0	0	1	0	1	0	0	0	2	2	75		
1372	4	41	2	IN	MW	1	1	1	3	0	0	0	1	0	0	0	0	0	0	1	0	0	2	1	40		
1374	21	34	1	MO	MW	2	1	2	2	1	1	0	0	0	0	1	0	0	0	0	0	0	1	4	67	59	
1375	5	41	1	TX	S	2	1	1	3	1	1	0	1	0	0	0	1	0	1	0	0	0	1	2	25	31	26
1391	4	27	2	MI	MW	1	1	1	3	0	0	0	1	0	0	0	1	1	0	0	0	0	2	4	59		
1396	5	56	2	IL	MW	1	1	1	2	0	1	0	0	0	0	0	0	1	0	0	0	0	3	3	65	73	
1404	5	60	2	NY	NE	1	1	2	2	1	0	0	0	0	0	0	0	1	0	0	0	0	2	2	73		

									Cas	se 3:16	6-cv-0	0523-	JCS	Docu	ment :	154-12	F	iled 01	/12/18	Pag	je 219	of 24	0				
1409	5	45	2	UT	W	2	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	6	2	39	12	
1435	4	50	1	FL	S	1	1	1	2	1	0	0	0	0	0	0	0	0	1	0	0	0	3	2	31	47	
1443	4	35	1	IA	MW	1	1	1	3	1	1	0	0	0	0	1	1	1	0	0	0	0	1	2	30	.,	
1449	5	47	1	ОН	MW	1	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	2	3	73		
1472	6	42	2	MI	MW	1	1	1	2	1	1	0	0	1	0	1	0	0	1	0	0	0	1	1	36		
1473	5	42	1	NY	NE	1	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	4	3	68	36	
1480	4	35	2	NE	MW	1	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	2	2	5	16	42
1483	16	30	2	VA	S	2	1	2	2	0	0	0	1	0	0	0	0	1	0	0	0	0	4	3	62	55	
1507	5	37	2	VA	S	1	1	1	3	0	1	1	0	0	0	1	0	0	0	1	1	0	1	2	6	14	37
1511	4	28	2	MI	MW	2	1	1	3	0	0	1	1	0	0	0	0	0	1	1	0	0	2	2	12	10	5
1512	3	39	2	FL	S	1	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	3	3	70	55	
1527	4	36	1	GA	S	2	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	2	2	70	40	
1531	5	25	2	NY	NE	2	1	1	3	1	1	0	0	0	0	0	1	0	1	0	0	0	1	3	68		
1538	7	51	2	TX	S	2	1	1	2	1	1	0	0	0	0	0	0	1	0	0	0	0	2	2	12	36	
1539	3	30	2	WI	MW	2	1	1	2	1	1	0	0	0	0	0	0	0	0	1	0	0	3	2	24		
1549	4	26	1	WI	MW	2	1	1	2	1	1	0	0	0	0	0	0	0	1	1	0	0	1	1	31	25	
1550	5	63	1	MA	NE	2	1	1	2	1	0	0	0	0	0	0	0	1	0	0	0	0	2	2	37	32	
1560	5	29	2	FL	S	2	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	3	2	73	36	
1564	6	38	1	MA	NE	2	1	1	2	1	1	0	0	0	0	1	1	0	0	0	0	0	3	3	61		
1568	5	22	1	CA	W	2	1	1	2	1	1	0	0	0	0	1	0	0	0	0	0	0	2	3	27	67	
1570	5	40	2	NY	NE	2	1	2	2	1	0	0	0	0	0	0	1	0	0	0	0	0	1	2	28	36	
1580	6	60	1	AR	S	1	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	1	1	36	15	
1582	30	62	2	NY	NE	1	1	1	3	0	0	0	1	0	0	1	0	0	0	0	0	0	2	2	13	36	6
1592	5	47	2	NC	S	1	1	1	2	1	1	0	0	0	0	1	0	0	0	1	0	0	4	1	3	12	
1594	5	45	1	IN	MW	1	1	1	3	1	1	0	0	0	0	1	0	0	0	0	0	0	1	4	54	57	
1596	18	42	2	MI	MW	1	1	2	3	1	1	1	1	0	0	0	1	0	0	0	0	0	1	3	69	73	
1601	7	39	1	MI	MW	1	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	2	1	36	16	
1605	4	63	1	SC	S	1	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	3	2	31		
1608	14	48	1	WA	W	1	1	1	2	1	0	0	0	0	0	0	0	0	1	0	0	0	1	2	28	9	21
1620	8	39	1	PA	NE	1	1	1	2	1	1	0	0	0	0	0	1	0	1	0	0	0	2	1	30		
1644	8	44	2	LA	S	1	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	1	2	3	12	
1656	6	34	2	TX	S	1	1	1	2	0	0	1	1	0	0	1	1	0	0	0	0	0	1	2	29		
1662	7	45	2	LA	S	1	1	1	2	1	1	0	0	0	0	1	1	0	0	0	0	0	2	1	3	41	36
1669	15	51	2	MA	NE	2	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	2	1	3	37	14
1675	10	28	2	MN	MW	1	1	2	2	1	1	0	0	0	0	0	1	0	1	0	0	0	6	4	62		
1681	7	35	2	TX	S	1	1	1	3	0	0	1	1	0	0	0	0	1	0	0	0	0	2	1	37	15	
1697	6	65	2	FL	S	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	6	3	75	51	
1710	7	37	2	NJ	NE	2	1	1	3	0	1	0	1	0	0	0	0	0	1	1	0	0	1	1	27	38	
1712	10	69	2	MI	MW	2	1	2	2	1	0	0	0	0	0	0	0	0	0	1	0	0	5	3	36	74	
1713	14	31	2	SC	S	2	1	1	2	0	0	0	1	0	0	0	0	1	0	0	0	0	1	1	13		
1727	4	30	2	PA	NE	1	1	1	3	0	0	0	1	0	0	0	1	0	0	0	0	0	2	2	48		
1728	4	18	2	CT	NE	1	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	3	2	37	17	21
1734	10	38	2	NY	NE	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	4	2	13	36	23
1736	4	28	2	MD	S	1	1	1	2	1	1	0	1	0	0	1	0	0	0	0	0	0	2	1	12	21	4
1740	9	50	2	NY	NE	1	1	1	2	0	1	0	0	0	0	0	0	1	0	0	0	0	2	2	12	31	1
1742	5	28	2	CA	W	1	1	1	3	0	0	0	1	0	0	1	0	0	0	0	0	0	3	2	25	30	
1749	11	56 20	2	AR	S	1	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	8	3	73	35	
1754	21	28	2	NC	S	2	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	5	3	66 35	24	-
1769 1773	3	20	2	NC	S	1	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	3	1	25 13	31	5
1773	5 4	36	2	PA CT	NE NE	1	1	1	2 2	0 0	0	0	1	0 0	0 0	0 1	0 0	0 0	0 0	1	0	0 0	2 2	1 2	13	49 37	46 44
1776	4	39	2	СТ	NE	1	1	1	2	U	0	0	1	U	U	1	U	U	U	0	0	U	2	2	31	27	44

									Cas	se 3:16	6-cv-0	0523-J	ICS	Docu	ıment	154-12	F	iled 01	/12/18	Pa	age 220	of 24	0				
1783	11	56	2	NC	S	2	1	1	2	1	_	0	0	0	0	_	0	_	0	0	0	0	3	1	36	15	
	3		2			2	1	1	3	1	1	1		0	0	1		0	0	0	0	0	3 1		29		
1784		26 57	2	NY	NE	2	1	1	2	1 0	1 0	0	1 1		0	0 0	1 0	0 0	0	1		0	4	1	29 29	24	35
1785	6			WV	S		1	1						0						1	0			1		33	35
1799	4	44	2	PA	NE	2	1	1	2	0	1	0	0	0	0	0	0	0	0	1	0	0	2	1	25	13	10
1817	8	38	1	VA	S	2	1	1	3	0	1	0	1	0	0	1	0	1	0	0	0	0	2	1	12	49	10
1841	6	69	2	SD	MW	2	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	1	3	73	66	_
1842	9	61	2	ОН	MW	1	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	2	2	13	36	8
1851	6	70	1	IL	MW	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	7	5	60		
1855	8	67	1	FL	S	2	1	1	3	1	1	0	0	0	0	1	0	0	0	0	1	0	8	2	24	4	
1861	6	49	2	AR	S	2	1	2	2	1	0	0	0	0	0	0	1	0	0	0	0	0	3	3	66		
1867	3	29	1	NJ	NE	2	1	1	2	0	1	0	1	0	0	0	0	0	1	1	0	0	2	1	38		
1869	4	37	2	OR	W	2	1	1	2	0	0	0	1	0	0	0	0	0	1	0	0	0	2	5	55		
1874	12	54	1	NV	W	1	1	1	2	1	1	0	0	0	0	1	0	0	0	0	0	0	2	2	36	3	
1883	8	54	1	MN	MW	2	1	1	3	0	0	0	1	0	0	0	0	0	1	0	0	0	3	1	24	39	
1917	8	66	1	NY	NE	1	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	8	3	75		
1926	9	76	1	GA	S	1	1	1	2	1	0	0	0	0	0	0	0	1	0	0	0	0	2	2	43	29	49
1927	13	21	2	CA	W	1	1	1	3	0	0	0	1	0	0	0	1	0	0	0	0	0	3	3	62	55	
1935	3	45	2	MN	MW	1	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	1	2	46	30	
1936	5	36	1	MI	MW	1	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	3	3	66		
1939	17	43	1	ОН	MW	1	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	1	1	13	26	58
1943	7	29	2	NY	NE	1	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	6	2	4		
1944	7	45	2	NJ	NE	1	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	3	2	37	5	
1960	5	65	1	OH	MW	1	1	1	2	1	0	0	1	0	0	1	0	0	0	0	1	0	1	4	62	3	
1977	5	42	2	ОН	MW	1	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	4	2	25	65	
	8	80	2		W	1	1	2	2	1	0	0	0	0	0	1	0	0	0	0	0	0	1	2	11	15	
2005	4	62	1	NV TN		2	1	1	2	0	0	0	1	0	0	0	0	0	1	0	0	0	1		31	27	
2011					S		1	1																1			
2013	6	71	1	WI	MW	2	1	1	2	1	1	0	0	0	0	0	1	0	0	0	0	0	3	1	25	48	
2018	7	68	1	FL	S	2	1	1	2	1	0	0	1	0	0	0	1	0	0	1	0	0	4	2	73	55	24
2022	15	66	1	CA	W	2	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	6	1	12	9	31
2025	9	76	1	WA	W	2	1	1	2	0	1	0	0	0	0	0	0	1	0	0	0	0	2	3	65		
2028	20	50	2	IL	MW	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	3	1	15	36	26
2057	6	53	2	PA	NE	2	1	1	2	1	0	0	1	0	0	1	0	0	0	0	0	0	1	1	44	22	
2079	3	31	2	MA	NE	2	1	1	3	1	1	0	0	0	0	1	0	0	0	1	0	0	1	3	68		
2081	11	74	2	MN	MW	2	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	1	1	37	13	8
2082	12	53	2	MO	MW	1	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	1	1	36	49	
2087	4	27	2	NY	NE	2	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	2	3	71		
2102	6	53	2	WA	W	2	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	2	2	36	30	
2106	10	50	2	MN	MW	2	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	2	1	14	44	45
2113	3	27	2	UT	W	2	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	2	3	40	59	
2117	23	60	2	TX	S	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	4	2	36	45	
2133	5	46	2	PA	NE	2	1	2	2	0	0	0	1	0	0	0	1	0	0	0	0	0	2	2	25	70	
2143	4	22	2	IL	MW	2	1	1	3	0	0	0	1	0	0	1	0	0	0	0	0	0	2	2	40	73	
2153	6	55	2	FL	S	1	1	1	2	1	0	0	0	0	0	0	0	1	0	0	0	0	3	1	27	31	13
2178	14	30	2	VA	S	1	1	1	2	1	0	0	1	0	0	0	0	0	1	0	0	0	3	2	40		
2181	5	51	2	FL	S	1	1	1	2	0	0	0	1	0	0	0	0	1	0	0	0	0	3	3	40	68	
2202	6	50	2	MO	MW	1	1	1	2	0	0	0	1	0	0	0	0	0	1	0	0	0	4	2	25		
2205	7	35	2	TX	S	1	1	1	2	0	0	0	1	0	0	0	0	0	1	0	0	0	5	2	3	36	42
2213	13	72	2	WA	W	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	1	3	73	75	
2221	6	37	2	CA	W	2	1	2	3	0	0	0	1	0	0	0	0	0	1	0	0	0	2	2	74		
2225	4	25	2	TX	S	2	1	1	2	1	0	0	0	0	0	0	0	0	0	1	0	0	1	1	27		
2234	4	36	2	ОК	S	2	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	1	2	25	31	12
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									Cas	se 3:16	6-cv-0	0523-J	ICS	Docu	ıment	154-12	F	iled 01	/12/18	Pá	age 221	L of 24	0				
2239	3	25	2	ОК	c	2	1	1	3	0	0	0	1	0	0	0	0	0	1	0	0	0	1	2	38		
2239	6	21	2	HI	W	2	1	2	3	0	0	0	1	0	0	0	0	1	0	0	0	0	3	2	5	16	15
2258	5	34	2	AL	S	2	1	1	3	0	0	0	1	0	0	0	0	0	0	1	0	0	1	2	40	65	13
2268	3	30	2	CA	W	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	3	3	40	62	
2272	5	34	2	MO	MW	2	1	1	3	1	0	0	0	0	0	0	0	1	0	0	0	0	4	3	62	13	51
2273	3	36	2	WV	S	2	1	1	2	0	0	0	1	0	0	0	0	0	1	0	0	0	1	3	50	13	31
2280	4	35	2	MN	MW	2	1	1	2	0	0	0	1	0	0	0	0	0	1	0	0	0	2	2	31	36	
2281	9	60	2	AZ	W	1	1	2	2	1	0	0	0	0	0	0	1	0	0	0	0	0	1	2	25	31	36
2290	3	35	2	AZ	W	2	1	1	3	0	0	0	1	0	0	0	0	1	0	0	0	0	2	2	31	31	30
2320	3	49	2	PA	NE	1	1	1	2	0	0	0	1	0	0	0	0	0	0	1	0	0	2	3	68		
2321	13	61	1	CA	W	1	1	1	2	0	0	0	1	1	0	1	0	0	0	0	0	0	2	2	36	13	51
2331	11	56	1	IL	MW	1	1	1	2	1	1	0	0	0	0	1	1	0	0	0	0	0	4	2	25	64	37
2346	8	68	1	NC	S	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	2	4	64	0.1	3,
2359	5	68	1	AR	S	1	1	1	2	0	0	0	1	0	0	0	0	0	1	0	0	0	1	2	31	12	
2365	34	67	1	DE	S	1	1	1	2	1	1	1	1	0	0	1	1	1	0	0	0	0	1	2	37	20	10
2366	7	79	1	CO	W	1	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	4	5	63	20	10
2378	5	24	2	NC	S	1	1	1	2	0	1	0	0	0	0	0	0	1	0	0	0	0	2	3	69		
2381	10	71	1	MD	S	2	1	1	3	0	1	0	0	0	0	0	0	1	0	0	0	0	6	5	63		
2388	4	43	2	IL	MW	1	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	2	2	12	31	5
2390	8	56	2	OH	MW	1	1	1	3	0	0	0	1	0	0	0	0	1	0	0	0	0	2	1	30	36	J
2391	6	30	2	GA	S	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	3	3	64	55	
2402	5	70	2	NC	S	1	1	2	2	0	0	0	1	0	0	1	0	0	0	0	0	0	4	2	39	28	73
2416	7	56	2	PA	NE	1	1	1	2	0	0	0	1	0	0	0	0	1	0	0	0	0	2	2	5	16	7
2417	7	44	2	IN	MW	1	1	1	3	0	1	0	0	0	0	0	0	1	0	0	0	0	4	3	61	70	36
2433	26	38	2	KY	S	1	1	1	3	0	0	1	1	0	0	1	1	1	0	1	0	0	1	2	5	41	26
2444	11	34	2	NC	S	1	1	2	3	1	0	0	0	0	0	0	0	0	1	0	0	0	4	5	5	46	
2447	5	38	2	LA	S	1	1	1	3	0	0	0	1	0	0	0	0	0	1	0	0	0	2	1	13	37	28
2462	6	59	1	FL	S	2	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	3	2	13		
2463	6	42	1	CA	W	2	1	1	2	1	1	0	0	0	0	0	1	0	0	0	0	0	1	1	30	34	
2464	15	62	1	TX	S	2	1	1	2	1	1	0	1	0	0	1	1	0	0	0	0	0	3	3	55		
2466	4	31	1	NC	S	1	1	1	2	1	1	0	0	0	0	1	1	0	0	0	0	0	3	1	25		
2468	14	31	1	WA	W	1	1	1	3	1	1	0	1	0	0	0	1	0	1	0	0	0	1	1	40		
2469	11	54	1	FL	S	1	1	1	3	1	1	0	0	0	0	1	0	0	0	0	0	0	3	2	69		
2471	5	58	1	NY	NE	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	4	3	59	56	
2473	4	59	1	IN	MW	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	5	3	59		
2502	8	48	1	NY	NE	2	1	1	3	0	0	0	1	0	0	0	0	0	0	1	0	0	5	2	59	62	
2508	8	50	1	MD	S	2	1	1	3	0	0	0	1	0	0	0	0	0	1	0	0	0	1	1	36	31	
2513	12	47	2	NY	NE	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	3	3	12	9	
2522	6	25	2	VA	S	2	1	2	2	1	0	0	0	0	0	0	1	0	0	0	0	0	2	3	40	59	
2526	4	26	2	TX	S	2	1	2	2	1	0	0	0	0	0	0	1	0	0	0	0	0	1	2	3		
2530	5	58	2	NC	S	2	1	1	2	0	1	0	0	0	0	0	0	0	1	0	0	0	2	4	62	45	
2536	48	56	2	NC	S	2	1	1	2	1	1	0	0	0	0	1	0	0	0	0	0	0	3	3	65		
2543	10	69	2	NC	S	2	1	1	2	1	0	0	0	0	0	0	0	0	1	0	0	0	2	2	36	7	
2547	4	61	1	CA	W	2	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	5	3	69		
2568	6	63	1	CA	W	1	1	1	3	0	1	0	0	0	0	0	0	0	0	1	0	0	2	3	71		
2580	4	60	1	FL	S	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	1	1	25	12	48
2584	6	64	1	OK	S	2	1	1	2	1	1	0	0	0	0	1	0	1	0	0	0	0	3	1	8	13	36
2607	9	52	1	NY	NE	1	1	1	3	1	1	0	0	0	0	1	0	1	0	0	0	0	1	2	36	72	34
2608	6	24	2	MD	S	2	1	1	2	1	1	0	0	0	0	0	1	0	0	0	0	0	2	2	37	4	
2616	6	50	2	FL	S	2	1	1	2	1	1	0	0	0	0	1	0	0	0	0	0	0	2	5	60		
2634	7	33	1	FL	S	1	1	1	2	1	1	0	0	0	0	0	1	0	0	0	1	0	2	3	37	68	

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2635	5	56	1	TX	S	1	1	1	3	0	1	0	0	0	0	1	0	0	0	0	0	0	2	5	61	64	
2640	22	52	2	GA	S	1	1	1	2	0	0	0	1	0	0	0	0	1	0	0	0	0	3	2	38	37	29
2645	5	27	2	FL	S	2	1	1	3	0	1	0	1	0	0	1	0	0	0	0	0	0	2	3	68	71	48
2650	6	36	2	GA	S	1	1	2	3	1	0	0	0	0	0	0	0	0	1	0	0	0	2	2	36		
2664	8	41	2	FL	S	1	1	1	2	1	1	0	0	0	0	0	0	1	1	0	0	0	2	1	36	26	47
2675	5	66	1	TX	S	2	1	1	3	1	0	0	0	0	0	0	1	0	0	0	0	0	1	3	75		
2678	7	58	1	FL	S	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	3	3	66	75	
2681	4	71	1	FL	S	2	1	1	3	0	1	0	0	1	0	1	0	0	0	0	1	0	3	3	73		
2688	4	30	1	TX	S	2	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	5	1	30	36	
2690	7	68	1	ОН	MW	2	1	1	2	1	0	0	0	0	0	0	1	0	1	0	0	0	3	1	25		
2700	5	47	1	OK	S	2	1	1	2	0	1	0	1	0	0	1	0	0	0	1	0	0	1	1	36		
2703	6	48	1	PA	NE	2	1	1	3	1	0	0	0	0	0	1	0	0	0	0	0	0	1	2	30		
2714	3	50	1	FL	S	1	1	1	2	0	1	0	0	0	0	0	0	0	1	0	0	0	3	2	12	49	
2722	6	34	1	IL	MW	1	1	1	3	1	1	0	1	0	0	0	1	1	1	0	0	0	2	2	40		
2732	3	35	1	NY	NE	1	1	1	3	1	1	0	0	0	0	1	0	1	0	1	0	0	1	2	37	5	14
2760	7	42	1	CA	W	1	1	1	2	1	1	0	0	0	0	1	1	0	0	0	0	0	2	4	59		
2763	7	60	1	MO	MW	1	1	1	3	1	0	0	0	0	0	0	0	1	0	0	0	0	8	4	62		
2768	8	75	1	NY	NE	1	1	1	2	0	1	0	0	0	0	0	0	0	1	0	0	0	1	4	55		
2770	8	46	1	MN	MW	2	1	1	2	0	0	0	1	0	0	0	0	0	0	1	0	0	2	2	12	9	
2776	44	32	2	ОН	MW	1	1	1	2	1	1	0	0	0	0	1	0	1	0	0	0	0	1	2	20	13	39
2780	5	48	2	FL	S	1	1	1	2	0	0	0	1	0	0	0	0	0	1	0	0	0	1	1	20	49	
2789	9	66	2	KY	S	1	1	1	2	0	0	0	1	0	0	0	0	0	0	1	0	0	2	1	26		
2798	6	21	2	IN	MW	1	1	2	2	0	0	0	1	0	0	1	0	0	0	0	0	0	8	3	75		

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		1	1	,			2	3				
36			13	11			5	47	43	49	7	
38 26		16	21				53	58	44	50	,	
		16					47					
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		12	1	17	16		53	14	3	23	46	
		19					52	8				
67			18	21	1		28	53				
		11	12				3	23	49			
		17					53	30				
		3					23	53				
36			15				39	7	47			
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26					58	21	56		
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22	24				34	30	53	45	
14	1				53	3			
1	16				53	10			
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1	9	15			3	46			
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12	1	3			53	3	23		
12	26				49	53	23	30	
14	1				53	3	1		
17	3	1			53	57			
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23					10	25			
17					53	3	23	44	38
16	18	25			23	52	47		
3					53	8	17		
7	1				53	3			
17	15				3	13	2	18	49
3					53				
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23					53	34			
1	3	5	9	16	49	53			
1	9				52	43			
16	1				53	49			
19	17				53	49	43		
18	22	17	16		53	9			
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28					53	49	55		
1	11				50	58	30		
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12	18				54	49			
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9					53	23			
18					44	40			
12	1	3	9	16	53	44	46		
15	7	16			53	17			
5	1	14	12		53	54			
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1	9					49	40	53	10	2	1
9	21					42	12				
17						53	4	56	11	10	
16						23	52	58	53	55	
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22	16	15				53					
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		9	11			53	F2				
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		12	17	7	15	50	19	53			
		16	14			49	14	15	2	23	30
		18	7			15	18	49	23		

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				23	16					53	54				
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				17						53	43				
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				18						3	23	49	52		
				16						23	24	50			
				12	9	1	3			53	4				
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				3	1					44	10				
				7	5	3				53	3	43			
				11						56					
				3						53	3	23	49		
				1						8	53	49			
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